bridge
powered by lightful

BRIDGE Resource Pack

Support and guidance from the Lightful team

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- Here we've compiled some additional resources from the BRIDGE programme that we hope you find useful

A note from the team...

Sadly, Lightful will no longer continue to operate beyond January 2026. For ten years, we've done everything we could to help smaller nonprofits build their resilience through digital, so they could create more equitable communities and a healthier planet.

But the mounting pressures of a volatile economic, social and political climate, resulting in an unrelenting wave of delayed decision-making across philanthropy, have made survival impossible.Despite extraordinary efforts by some of our clients, investors, board and team to help us navigate this period, we just haven't been able to make it through.

To every one of our partners, thank you. Our amazing funders have enabled us to work with 3,900+ incredible nonprofits in 121 countries. Post-Covid. Gender Equality. Racial Equity. With Ukraine. Climate Action. And so much more. Amplifying stories to build trust - something the world desperately needs more of.

We've put together as many resources as we can to help you continue your digital learning journey at your own pace. In this pack you'll find learnings and tasks for each of the core topics of the BRIDGE programme, webinar recordings, and practical resources to help you apply your learnings. To jump to a specific section or resource, click the links in the 'contents' section.

We truly hope these resources will be useful for you, and can help equip you to grow the impact of the amazing work you're doing. Please do keep in touch - we'd love to hear about your progress. We are sending you our very best wishes, and hope that we will have the chance to work together again in the future.

01
Core BRIDGE learnings

"BRIDGE has helped me see the ways I could tighten my communication or zoom out to see other strategies I could use to improve how we raise funds, connect with our audience, and keep things fresh on our website. It's the kind of program that I always feel I can lean on for some very impactful support."

- Miami Homes For All

Topic one: Developing a digital strategy

In today's fast-moving environment, a clear digital strategy is the compass that guides your nonprofit's fundraising and campaigning efforts. It is a clear, actionable plan that outlines precisely how your organisation will use digital tools and platforms to meet its overall goals and mission.

Creating this strategy doesn't need to be overwhelming. The process starts with looking both inward (at your organisation) and outward (at the external environment) to build a robust, resilient plan.

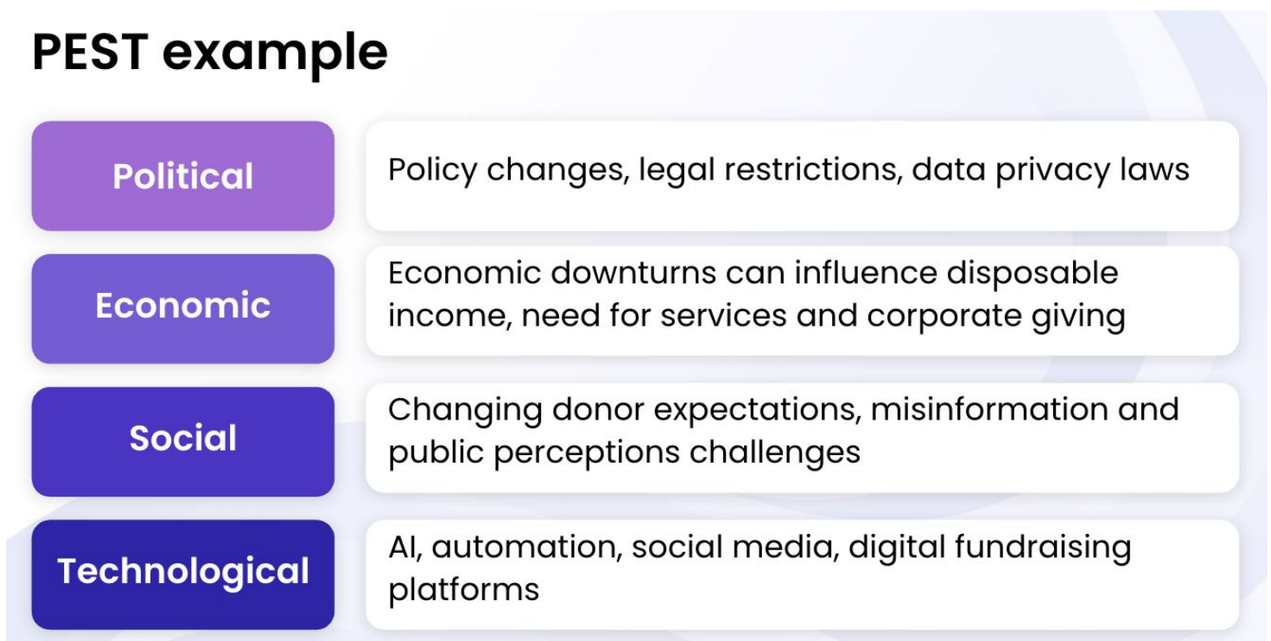
Essential planning tools

To establish your baseline and set realistic objectives, you need two fundamental analysis tools:

1. SWOT Analysis (Internal & Micro-External)
Think of a SWOT analysis as your organisation's comprehensive digital health check. It provides a snapshot of your current situation and is vital for informed strategic decision-making and resource allocation.

SWOT example
Strengths
Passionate volunteers, well-established partnerships
Weaknesses
Lack of social media skills, outdated technology, limited capacity
Opportunities
New local business as potential partner, contacts in local radio station, new potential funding source
Threats
Competition from others doing similar work, change in donor behaviour due to cost of living

2. PEST Analysis (Macro-External)
A PEST analysis compels you to look outward at the wider macro-environmental factors that can disrupt or enhance your digital work. By understanding these influences, you can anticipate changes and adapt your strategies effectively.


PEST example
Political
Policy changes, legal restrictions, data privacy laws
Economic
Economic downturns can influence disposable income, need for services and corporate giving
Social
Changing donor expectations, misinformation and public perceptions challenges
Technological
AI, automation, social media, digital fundraising platforms

The power of SMART goals
Once you understand your environment, you translate those insights into SMART objectives for your digital channels.

Specific: Clear and well-defined. What exactly do you want to achieve?

Measurable: Quantifiable so you can track progress. How will you measure success?

Achievable: Realistic given your resources and capacity. Is it possible for your team?

Relevant: Aligned with your organisation's overall mission and vision. Does it support your main purpose?

Time-bound: A clear timeframe or deadline is essential. When will you achieve it?

Take action: Your digital strategy checklist

The most effective digital strategies are living documents—not just static files. Your first step is getting the right people involved and assessing your starting point. Use this checklist and activity to move from analysis to action.

Kickstart your digital audit and analysis

The very first practical step is conducting a Digital Audit. This is a snapshot of your current digital activity.

- Gather your materials: Collect information on internal factors (financial/human resources, programs) and external factors (donor behaviours, regulations).
- Audit check-In: Answer the following questions about your organisation's current efforts:
  - What social media/digital platforms do we currently use (Website, Email, Facebook, etc.)?
  - What types of content do we post? Who creates it? How often?
  - Is it easy for supporters to donate, sign up, or engage on our website?
  - Which of our channels drive the most engagement or donations?

Compare your core analyses

Use the information gathered to complete your SWOT and PEST analysis.

Step	Action to Take	Focus Questions
SWOT: Internal	List your top 3 **Strengths** and top 3 **Weaknesses**.	What are we uniquely good at? Where are we clearly held back (e.g., skills, resources)?
SWOT: External	List your top 3 **Opportunities** and top 3 **Threats**.	What trends could benefit us? What major external risks should we prepare for?
PEST: Macro	List 1-2 key factors for each of the 4 categories.	What big external forces (Political, Economic, Social, Tech) might change our plans this year?

Draft your SMART goals

Based on the insights from your analysis (e.g., leveraging a Strength to capture an Opportunity, or addressing a Weakness exposed by a Threat), draft one clear, actionable goal.

SMART Element	Definition	Example Application
Specific	The goal is clear and well-defined.	**Increase** our monthly supporter email **click-through rate (CTR)**.
Measurable	The goal has an objective measure of success.	**By 20%** (e.g., from a current 5% to 6%).
Achievable	The goal is realistic with available resources.	Achievable by dedicating time to A/B testing subject lines and content formats.
Relevant	The goal meaningfully supports a larger mission.	Supports our mission to **improve supporter engagement online**.
Time-bound	The goal has a clear deadline/timeframe.	**In the next quarter (Q3)**.

Final SMART goal: *Increase our monthly supporter email click-through rate by 20% by the end of Q3 by performing A/B testing on subject lines and segmenting content by audience.*

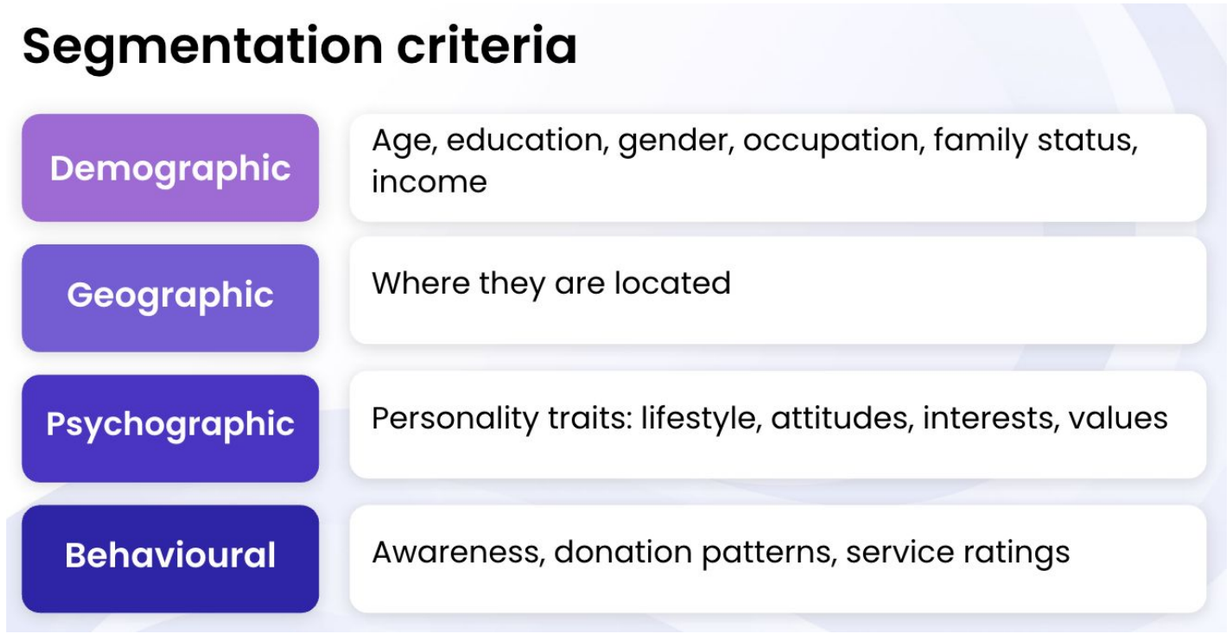
Take a look at our digital strategy canvas template.

Topic two: Understanding your audience

Your digital strategy is only as effective as its ability to resonate with the people you serve. It's important to move beyond internal assumptions to deeply understand your audience and design content that inspires action. The most effective content strategies are audience-led.

Defining your target audience

A target audience is a specific group of people most likely to be interested in and engage with your mission. This focus ensures your limited resources are invested where they matter most. Understanding who you are trying to reach helps you choose the right channels, tailor your messaging, and set the right goals.



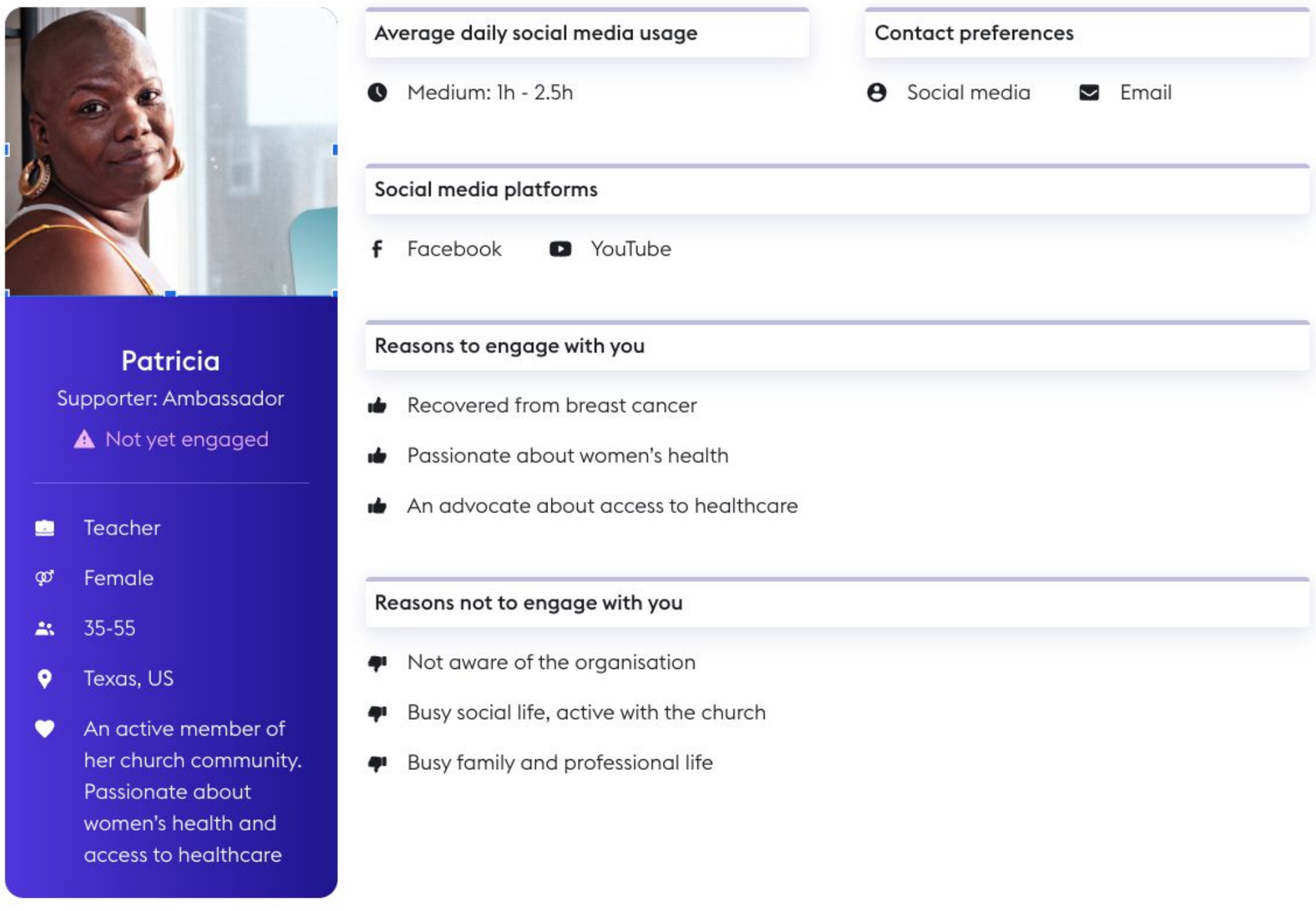
The power of personas

To bring these audience segments to life, use personas.

What is a Persona? Personas are fictional characters based on real data that represent an audience segment. They are a tool to help build your digital strategy with your audience in mind.

Why use them? Personas provide focus, ensuring your content reaches the right people with the right message. They help make your communications clearer, more strategic, and more engaging.

Take a look at this example to see how it helps bring to life a specific target audience group.



Topic two: Understanding your audience

Once you have your audience defined, every piece of content you create should align with your goals and resonate with a specific persona.

Content strategy

Use **content pillars** to structure your digital content in a strategic way.

Content Pillars are:

- 3–5 core themes or topics your organisation will focus on regularly across your channels.
- They keep your messaging consistent and aligned with your strategy.
- They should be based on your audience's interests, not just what you want to talk about.

Content Balance: The 80-20 Rule
A balanced content calendar is crucial for engagement. The majority of your content should be dedicated to providing value.

- 80% of your content should aim to inform, educate, or entertain your audience. This builds trust.
- 20% should be allocated to content that is actively promotional, aiming to drive conversions (like donations or sign-ups).

Digital channel review

It’s important to make sure your channels are optimised to engage your audiences and support your goals. A regular audit helps you spot trends and identify next steps for improvement.

Websites should be simple, easy to navigate, and accessible, ensuring a clear path to action (e.g., a prominent donation link).

Social Media pages act as your "shop front" and should be easy to identify with clear branding and strategic use of your 'about' section. Content must be tailored for the specific channel (e.g., short videos for TikTok/Instagram, data-driven posts for LinkedIn).

Take action: Persona and channel optimisation

It's time to apply your audience insights and begin refining your live channels to support the goals you've set.

Deepen your audience understanding

Build a clear picture of your audience using analytics tools and research across your different channels.

- Identify your priority audiences: List the 3 key audience segments (e.g., Service Users, Regular Donors, Potential Volunteers) most crucial to achieving your primary SMART goals.
- Access audience insights: Use internal and external data sources to gather specifics.
- Review social media analytics for demographics, content performance, and follower behaviour.
- Check website analytics (Google Analytics) for visitor demographics, traffic sources, and popular content.
- Gather qualitative feedback through a quick online poll or a short, informal interview with two key supporters.

Create and apply personas

Bring your priority audience segments to life using Personas. Remember, a persona is a fictional representation of a key audience segment, helping your team focus and tailor content effectively. Fill in this template using real data and insights about your audience, drawing from your analytics, surveys, and knowledge of who engages with your mission. **Take a look at our persona template to help.**

Section	Field	Questions to Answer / What to Include
I. Core Identity (The Human Element)	**Name & Role**	Give your persona a name (e.g., Sarah the Supporter, David the Donor) and primary classification (Donor, Volunteer, Service User).
	Demographics	Age, occupation, location, family status.
	Personality	Key traits, motivations, and aspirations (e.g., Ambitious, Cares deeply for close friends, believes in community).
II. Needs & Motivation (The 'Why')	**Core Interests**	What are their hobbies, passions, or major life concerns outside of your mission?
	Reasons to Engage	Why would they support or connect with your cause? (e.g., personal connection, sees results, wants to be active, aligns with their values).
	Concerns/Challenges	What major issue or barrier do they care about solving? What concerns might stop them from taking action (e.g., honesty/transparency, busyness, cost, not seeing impact)?.
III. Digital Behaviour (The 'Where' & 'How')	**Daily Digital Usage**	How often are they generally online (e.g., Medium: 1h–2.5h)?
	Social Platforms Used	Which channels are they most active on (e.g., Facebook, Instagram, LinkedIn, Email)?.
	Preferred Content	What type of content engages them most (e.g., video, visual stories, long-form articles, advocacy, case studies, impact reports)?
	Contact Preferences	How do they prefer to hear from you (e.g., Email, Social Media DMs)?

Next, map your content: Based on your new persona, define 3 core Content Pillars that would resonate with them and align with your mission (e.g., Impact Stories, Educational Content, Volunteer Highlights)

Conduct your channel audit

Perform a targeted audit of your current digital channels (website, main social profiles).

Channel	Health Check Focus	Next Step/Quick Win Action
Website	Is the primary call-to-action (e.g., Donate) clear and visible? Is it mobile-friendly?.	**Action:** Test the donation journey on your mobile phone and fix any broken links.
Social Media	Are your profile bios/descriptions up to date and aligned with your mission? Is your branding consistent?	**Action:** Update all page bios/descriptions and profile pictures across channels to ensure brand cohesion.
Content Review	Look at your last 10 posts on your primary social media channel. Which content *type* (video, image, text) performed best (reach/engagement)?	**Action:** Plan three posts for the next week using the best-performing content type you identified.

Topic three: Storytelling with impact

Storytelling is one of the most powerful tools a nonprofit has to cut through digital noise, connect with supporters' hearts, and drive meaningful action. It transforms your mission from a set of statistics into a lived reality that resonates with your audience.

Effective storytelling helps to:

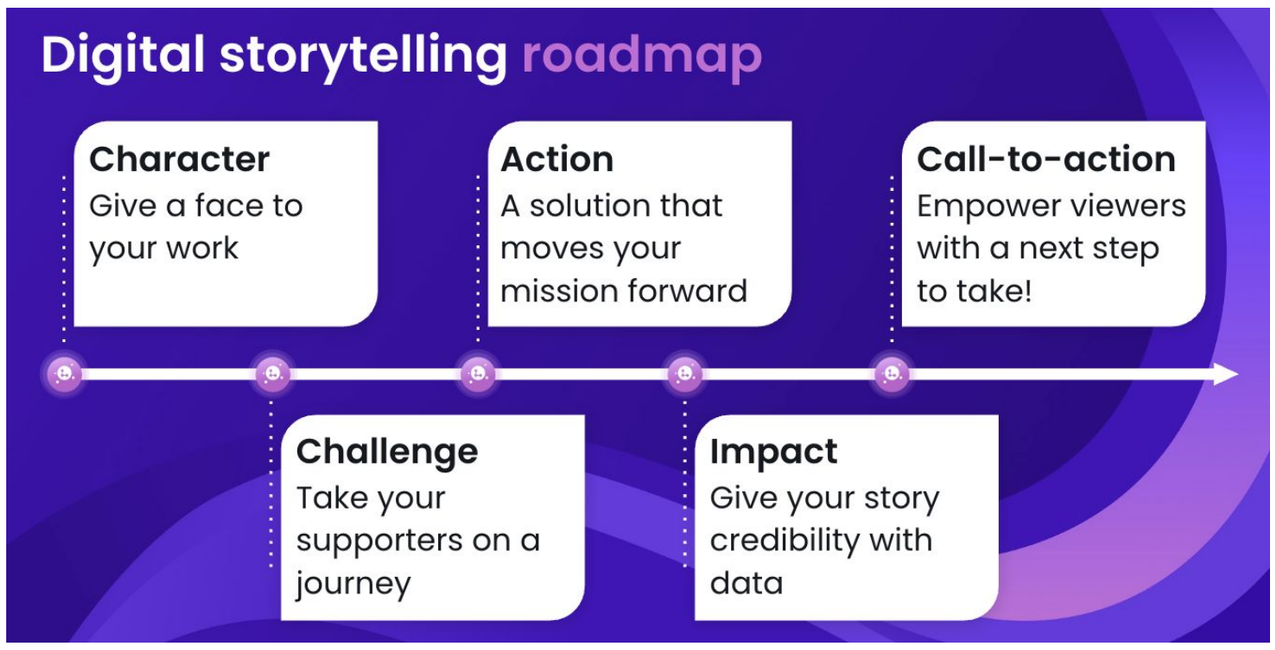
- **Building emotional connections:** Stories help supporters understand the "why" behind your work, fostering empathy and making your mission more relatable than statistics alone.
- **Driving action and engagement:** A well-told story inspires supporters to take specific steps, such as donating, advocating for a cause, or joining a community.
- **Strengthening brand and trust:** Sharing authentic stories about your organisation's values and its real-world impact helps build long-term trust and a distinct brand identity.
- **Increasing visibility and reach:** Engaging, thought-provoking content is more likely to be shared, allowing your message to reach new audiences globally.

Storytelling frameworks

There are several different types of story you can tell:

- People you serve stories
- Behind the scenes stories
- Personal passion stories

By utilising structured narrative frameworks, nonprofits can move beyond simply sharing information to creating powerful experiences that turn passive observers into active supporters.



The ABT method
And
Sets the scene with facts, context, or the current situation
But
Introduces a problem, challenge, or conflict
Therefore
Provides the resolution, action, or solution

Ethical storytelling

Ethical storytelling is about sharing stories that respect the dignity and agency of the subject while avoiding harmful stereotypes, and it is essential that nonprofits follow ethical storytelling best practices.

- **Informed consent:** Always get explicit, written permission. Ensure the subject knows exactly how and where the story will be used. **Check out our consent form template here.**
- **Strength-based approach:** Focus on the resilience and agency of the community/individual rather than purely on their suffering or "neediness".
- **The power balance:** Avoid the "Saviour" narrative. Position the subject as the hero of their own story, with your organisation acting as a partner or facilitator.
- **Accuracy:** Ensure all facts and data are accurate to maintain long-term trust with your donors.

Take action: Create your stories

Use the frameworks shared to draft a story for your organisation - perhaps related to an upcoming campaign, or to use as your keystone story on your website.

Plot the narrative arc

Select a recent impact story and map it to the following framework:

- Character:
- The challenge:
- The turning point:
- The new reality:

Remember, every story needs a goal. Based on your SMART goals, what is the specific call to action for this story? How will you ensure your target audience feels inspired to act?

Ethical review checklist

Review your draft story against these ethical standards:

- Informed consent: do you have documented agreement from the subject?
- Authenticity: does the tone of the story reflect the subject's true experience?
- Agency: does the story highlight the person's strengths and choices?
- Language: is it free from jargon and written for a human audience?

Creating the digital 'hook'

Different platforms require different story lengths. Plan how you will adapt this story to your different channels and audiences - bearing in mind what you learnt when creating your audience personas.

Short-form hook
Draft a 2-sentence emotional hook that leads to a 'read more' link.

Visual element
What image or short video will you use to represent your story? Remember to consider any consent needed. Photos and testimonial videos can be really impactful, but you could also consider creating a simple text-based graphic to share the story or a quote from your main character.

Get inspired

Take a look at these examples... (click on the heading to view the content).

Tree Aid
Up first is an excellent example of a people you serve story from Tree Aid. They introduce you to one of their clients, explain how their work is supporting local communities, and give context to the problem they are trying to solve. This story is presented through a blog post, with the Call to Action (CTA) to donate to support Tree Aid's work.

Robin Hood
Robin Hood tells their story on their website, using professional photography and graphics to spark interest to continue reading. Their people you serve stories... "inspire us to build better futures for ourselves, our families, and our city".

Trussell Trust
Trussell Trust tells their supporter story of Nikki* in an impactful, concise way, whilst protecting their service user's identity.

St Mungos
St Mungos have a range of impactful story formats on their Instagram pages - short videos and quotes featuring service users and volunteers.

Topic four: Planning digital campaigns

A successful digital campaign is more than just a series of content;; it's a coordinated effort to drive a specific action through strategic planning, compelling storytelling, and seamless donor journeys. By integrating your fundraising strategy with digital tools, you can reach a wider audience and build lasting relationships with supporters. Campaigns can also help you reach advocacy, awareness and engagement goals - they don't need to be limited to fundraising!

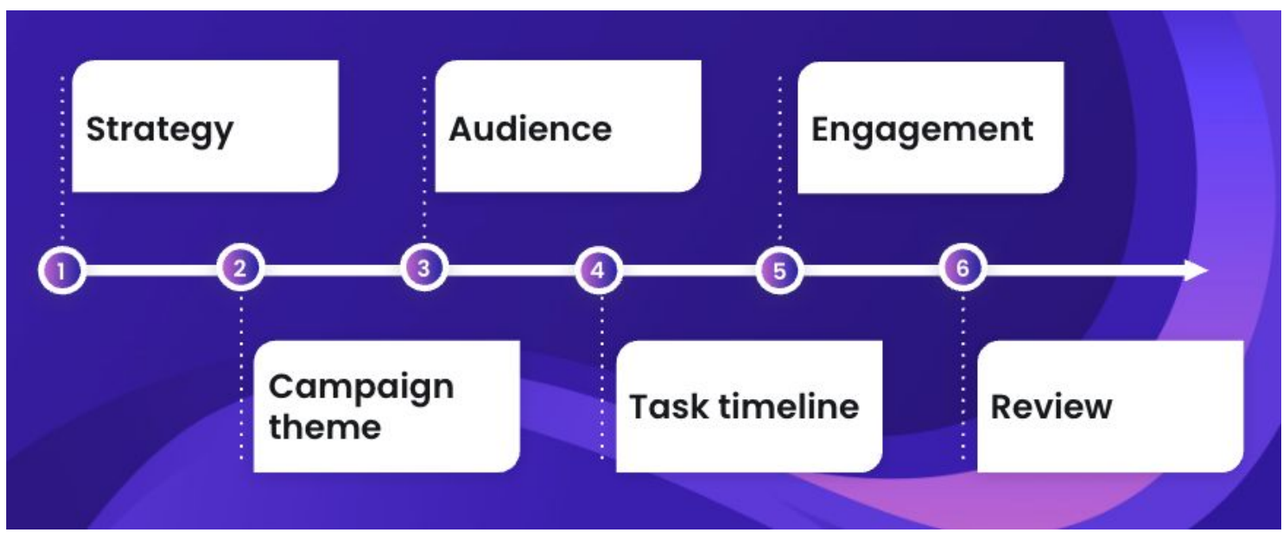
Building a digital fundraising strategy

Fundraising on social media and digital platforms allows you to communicate freely with your audience and make direct asks. An effective strategy includes:

- **Diversified approaches:** Combine direct appeals, peer-to-peer fundraising, and "always-on" donation options.
- **Frictionless donor journeys:** Ensure your donation page is mobile-friendly, has a clear "Donate" button, and offers multiple payment options like Apple Pay or Stripe.
- **Transparency and impact:** Clearly state how funds will be used. Use impact data and stories to show donors the direct result of their gift.

Campaign planning framework

- **Define your SMART goal:** What is the specific outcome you need? (e.g., Raise £5,000 for a new youth centre by December 31st) .
- **Come up with a theme:** Will you use an awareness day, a key organisation milestone, or another important date as a 'hook' for your campaign?
- **Know your audience:** Tailor your message to specific personas. Are you reaching out to new, younger donors, or stewarding long-term donors? Based on this, what content will you create and which digital channels will you use to engage with them?
- **Plan your tasks:** What needs to be done, by when, and by who? Use a content calendar to manage the flow of your campaign and ensure consistency.
- **Engagement:** Engagement before, during and after the campaign is vital to keep your audience informed and to generate excitement and interest.
- **Review:** Don't forget to review your campaign performance against your SMART goals, and capture learnings for the future.



Donor stewardship

Stewardship is the process of building long-term loyalty after a donation is made, and it's a vital way of making sure your supporters stay engaged with your organisation. It's important to think about **immediate gratitude** as well as **ongoing updates.** Automate a personalised 'thank-you' that donors reinforces the impact of the donor's contribution, and keep donors informed through segmented communications.

Amplify your reach with ambassadors and influencers

External champions can extend your reach and inspire new supporters - reach out to potential partners and equip them with toolkits that make it easy for them to get involved and support your campaigns.
Ambassadors: Usually long-term, voluntary champions (staff, trustees, or beneficiaries) who formally represent your cause over time.
Influencers: Digital creators with established followings who can promote your work to new, niche audiences through campaign-specific content.
The key: Alignment is everything. It is better to have a smaller, authentic partner whose values match yours than a large, misaligned one.

Take action: Plan your campaign

Your task is to draft your campaign foundations and ensure your digital fundraising infrastructure is ready for launch using the checklists below.

Set your campaign foundation

- Primary SMART goal:
- Target persona(s):
- Core message/theme:
- Potential champion (ambassador or influencer to approach):
- Task timeline:

Digital fundraising readiness checklist

Before you drive traffic to your donation page, ensure the journey is seamless:

- Mobile optimisation: Have you tested the donation process on a smartphone?
- Choice of payment: Does the page offer modern, quick options (e.g., Digital Wallets)?
- Impact transparency: Is it clear exactly what a specific donation amount provides?
- Friction check: Is the form as short as possible to avoid "drop-offs"?

If you are new to fundraising, you might like to explore third-party fundraising pages (like GlobalGiving or DonorBox) to help you create a donation page on your website. If you're set up for online giving then take a look at any additional social media features you might like to use too.

Donor stewardship checklist

Stewardship starts the second a gift is made. Ensure these steps are in place:

1. Immediate gratitude: Is an automated, on-brand thank-you email active?
2. Impact evidence: Do you have a plan to send a follow-up impact report or video?
3. Long-term Connection: Is there an option for donors to sign up for regular newsletters?
4. Supporter Insights: Are you tracking which channel the donor came from to inform future plans?

Stewardship moment: Identify one way you will follow up with donors one month after the campaign ends to show them the results of their support.

Access our campaign planning, donor stewardship and fundraising resources here.

Topic five: Measuring digital success

Measuring digital success is about moving beyond assumptions and using data to understand the real-world impact of your digital activities. A continuous "test and learn" approach ensures your strategy remains effective and evolves alongside your audience's needs.

Setting KPIs

A Key Performance Indicator (KPI) is a quantifiable metric used to measure progress toward a specific objective. While your strategy goal is your destination, your KPI is the road sign telling you how far you have come and if you are headed in the right direction.

- **Avoid vanity metrics:** High follower counts without meaningful engagement rarely drive social impact.
- **Focus on what matters:** Use only 1–2 KPIs per goal to avoid "analysis paralysis".
- **Provide context:** Compare your results to past performance and industry benchmarks to understand if a number is truly "good".

Example metrics

Different platforms require different measures of success. Use these common KPIs to assess your performance:

Channel	Core KPIs to Track
Email	Open rate, click-through rate (CTR), and unsubscribe rate.
Social Media	Engagement rate (likes, comments, shares), reach, and follower growth.
Website	Pageviews, bounce rate, traffic sources, and conversion rates (e.g., sign-ups).
Fundraising	Total donations, average gift size, and donor retention rate.

Turning data into insights

Raw numbers only become useful when you interpret them to make informed decisions. Always ask "So what?" when looking at a metric.

Quantitative data: Numerical data that can be counted (e.g., number of post views).

Qualitative data: Descriptive data that helps you understand attitudes and motivations (e.g., interview responses or comments).

Interpretation: If a newsletter has a high open rate but low clicks, your "insight" is that your subject lines are working, but your call-to-action (CTA) needs improvement.

Creating an impact report

An impact report is a powerful way to demonstrate the value of your work to stakeholders and donors. It should tell a story by combining data with beneficiary testimonials to show how supporter contributions led to real change. Use this checklist to ensure your report is both comprehensive and engaging - you may like to make changes depending on who the report is for.

- Top-line summary: Start with a clear recap of your overall strategy and primary objectives for the period.
- Quantitative data: Include specific, measurable stats such as total impressions, total engagements, and follower growth.
- Content highlights: Shout out your top-performing content and explain why it resonated with your audience to motivate your team.
- Qualitative data: Incorporate one short testimonial or a "before and after" case study to provide emotional context to your data.
- Fundraising and conversion stats: If applicable, list total online donations, conversion rates, and how those funds were specifically used.
- Visual evidence: Use at least one high-quality visual, such as an infographic, chart, or image description, to make data digestible at a glance.
- Key learnings and recommendations: Summarise your main successes and challenges, and list 2-3 clear recommendations.

Take action: Measure your impact

Move from simply looking at numbers to creating a structured rhythm for reviewing and reporting on your digital success.

Establish your reporting rhythm

You don't need to track every number every day. Set a sustainable schedule for your team, for example:

Weekly: Check social media engagement and reach to spot immediate trends.
Monthly: Review website traffic, email performance, and digital ad spend.
Quarterly: Conduct a full progress review against your primary SMART goals and KPIs.
Annually: Perform a comprehensive strategy review and update your plan for the next year.

The monitoring framework

Select one of your SMART goals and map out how you will measure its success.

- SMART goal:
- Primary KPI:
- Tool/platform used:
- Frequency of review:
- Owner (who is responsible for this data?):
- Reporting format (e.g. monthly team meeting, quarterly dashboard):

If you are new to fundraising, you might like to explore third-party fundraising pages (like GlobalGiving or DonorBox) to help you create a donation page on your website. If you're set up for online giving then take a look at any additional social media features you might like to use too.

Digital success checklist

Use this checklist to ensure your are using data strategically, rather than just collecting it.

- ❏ Alignment: Does every KPI you track link directly back to a strategic goal?
- ❏ Actionability: If a metric drops, do you know what tactical changes to test?
- ❏ Comparison: Are you comparing this month's data to the previous month or year to see growth?
- ❏ Sharing: Have you shared a 'win' with your team this month to boost morale?

Reflection task: the 'so what?' test

Look at your highest-performing social media post from the last 30 days and identify...

The metric (e.g. "It got 50 shares):

The insight (What does this tell you about your audience?):

The action (How will you change your future content based on this?):

Topic six: Building resilience and using AI

With your digital strategy now in place, let's focus on future-proofing your organisation. By embracing the transformative potential of Artificial Intelligence (AI) while maintaining a focus on digital wellbeing and resilience, you can continue to sustain your impact and build capacity in your teams.

Building capacity with AI

Artificial Intelligence is a powerful tool that can automate routine tasks, allowing your team to focus on high-value work. AI can enhance your organisation's capacity in several key areas:

- **Content creation:** Using AI to draft social media posts, emails, or blog outlines based on your existing mission and tone of voice.
- **Data analysis:** Quickly identifying trends in supporter behaviour or donation patterns to inform strategic decisions.
- **Efficiency:** Automating administrative tasks, such as meeting summaries or initial research, to save valuable staff time.
- **Personalisation:** Tailoring communications to different audience segments at scale.

Navigating the AI landscape

While AI offers immense opportunities, it is essential to use it ethically and strategically. **Take look at our AI policy template to help define your approach.**

Human-centric approach
AI should assist humans, not replace the authentic "human touch" required for storytelling and relationship building.

Accuracy & bias
AI tools can sometimes produce incorrect information or reflect biases present in its training data; always review AI-generated content for accuracy and brand alignment.

Data security
Never input sensitive service user or donor data into public AI tools; ensure you are following data protection regulations.

Fostering digital wellbeing and resilience

Resilience is the ability to remain adaptable and relevant in the face of changing trends and emerging technologies, but it's important to focus on your wellbeing too.

- **Establish digital boundaries:** Create clear "on" and "off" times for digital work. Avoid checking notifications outside of working hours to prevent digital fatigue.
- **Practice intentionality:** Use technology with purpose rather than out of habit. Focus on one task at a time to reduce the cognitive load of "multi-channel" noise.
- **Manage challenging situations:** When dealing with negative comments or high-pressure campaigns, take regular "analogue" breaks to gain perspective. Remember that you are the human behind the screen; protect your energy to protect your mission.
- **Collaborative resilience:** Don't carry the digital load alone. Share responsibilities across the team so that no single individual is always "on-call" for social media or digital crises.

Keeping up with digital trends

In a rapidly changing world, staying informed is vital for resilience. Keep an eye out for changes that could either impact your work negatively, or provide exciting new opportunities!

Research external factors: Regularly look outward at political, economic, social, and technological shifts that might affect your digital plans. Don't forget to update your digital strategy accordingly!

Network and collaborate: Engage with other organisations or influencers in your sector to share knowledge on new digital habits and emerging platforms. Join our Facebook group to keep in touch with other like minded organisations.

Prioritise learning: Invest time in upskilling staff to bridge digital skill gaps and embrace new ways of working (find our template to help you do this on the next page).

02
Your learning plan

Keep learning

Use this worksheet to map out your next steps over the coming months. Set goals that build on your BRIDGE learning, and note the actions you'll take to stay on track.

Timeframe	Your goal	Actions you'll take
One month		
Three months		
Six months		

03 Webinar recordings

Access our webinar recordings

Click the links below to watch some of our previous webinar recordings on YouTube. We apologise that many of the resources and tools mentioned will not be available, but we hope that the content will still be useful.

Masterclass: A framework for digital success
This masterclass will equip you with the framework and principles you need in order to create a successful digital strategy.

Masterclass: Understanding your audience
For a digital strategy that truly hits the mark, understanding your audience is key. Knowing who your target audiences are will shape your messaging, visuals, call to actions, and how you use your different digital channels.

Workshop: Digital channel review
Are your digital channels set up to help you achieve your goals? Our team of experts will share best practices for websites and different social media channels too, giving you the tools you need to unlock the potential of your online presence and engage your target audiences.

Masterclass: Storytelling with impact
We'll share how you can create compelling narratives that engage your target audiences across different digital channels, and give you the frameworks you need to get started on your storytelling journey.

Workshop: Ethical storytelling
In this session, the BRIDGE team will unpack the difference between extractive and mutually-beneficial storytelling, and will explain the essential role of informed consent and transparency. And we'll share some practical help too! Our AI-powered Storytelling with Ethical Impact tool will help you apply ethical principles to your stories.

Masterclass: Campaign planning
We'll talk about how you can use awareness days and key fundraising moments to help amplify your campaign efforts, and you'll have a chance to start coming up with ideas for your own campaign!

Masterclass: Online fundraising
We'll explore the different platforms you can use, and share our tips to help you to drive traffic to your donation pages. You'll leave this session equipped with an online fundraising strategy template you can use for your organisation.

Workshop: Donor stewardship
We'll unpack some donor stewardship frameworks, and show you how to create a plan to engage with your different supporters in a way that continues to build the relationship they have with your organisation.

Masterclass: Measuring digital success
This Masterclass will equip you with the skills you need to unlock and make the most of the data that's available to you on your digital channels. We'll help you identify which metrics you need to track in order to stay on top of your goals, and demonstrate how you can access and use this data.

Workshop: Countering misinformation and online hate
While digital channels enable us to spread our message online, we are unfortunately often faced with misinformation and fake news. Here we share tools and techniques you can use to help counter the spread of misinformation, combat hate speech, and debunk fake news on your digital channels.

Workshop: Working with influencers and ambassadors
Influencers and ambassadors can be a valuable asset to nonprofit organisations, and can help raise awareness of your cause and campaigns. In this workshop, we'll talk about how nonprofit organisations can work with influencers and ambassadors and share some practical steps you can take to start engaging with influencers to help amplify your message.

04
Additional resources

Additional resources

We've put together a collection of BRIDGE resources which we hope you'll find useful. Take a look through the list below, and click the headings to navigate directly to a specific page.

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Lightful Digital Strategy Canvas

Name:

Organisation:

Statement of Purpose

Why have you developed a strategy? What do you hope to achieve?

Organisational Digital Objectives

How can your digital channels help deliver your overall organisational goals? Provide SMART goals for each of your digital channels.

Social Media

Email Marketing

Website

SWOT (Strength, Weakness, Opportunity, and Threat) Analysis

Bringing external threats and opportunities together with your internal strengths and weaknesses to create a strategic plan.

Strengths

Weaknesses

Opportunities

Threats

Identify Stakeholders

Who are your main audiences, both internal and external?

	What information do they need?	What channels do they use?	Key communication messages
Staff and Volunteers			
Board of Trustees			
Donors			
Service Users			

Social Media

What are the main social media channels you will use and why?

Digital Budget

Digital Ad Spend

Digital Fundraising

How much income will digital channels generate?

Stretch target	Realistic target

What online giving tools will you use?

Are you planning any specific fundraising campaigns?

Timeline

Identify key dates and milestones for your strategy

Internal

External

Reporting

What does success look like?

What data and analytics fo you need to track?

How often will you report on your digital progress?

Roles and Responsibilities

Make sure everyone who needs to be is involved in delivering your strategy.

Who will lead on specific areas/tasks? What teams need to be involved?

How often will teams meet to check in on the strategy and your progress?

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Persona template

Persona Worksheet

Persona name & demographics:

e.g Nikki, 30-year old woman from the UK

Who am I?

Identity characteristics, e.g. student, parent, office worker, labourer, etc

3 Reasons for me to engage with you...

1

2

3

3 Reasons for me not to engage with you...

1

2

3

My interests:

e.g Sports, events, community

My personality:

e.g Outgoing, competitive, family-oriented

My concerns:

e.g Fake news, political situation, women's rights

My dreams...

e.g Equal society, strong community, personal development

My social environment:

e.g Religious community, other students, family / other parents

Persona Worksheet

Donations

What is their motivation to make a donation to your non profit or cause?

e.g Know someone who has been impacted

What type of stories or content will capture their attention and inspire a donation?

e.g Visual content & personal stories

What are their preferred channels for giving?

e.g Trusted fundraising platforms/website donation page

Social media / digital

What social media channels do they use and what needs does it fulfill?

e.g Facebook, keeping in touch with friends

Where do they hang out on social media? What type of user are they? How do they access?

e.g Active user, uses multiple different channels, tends to access on mobile

What type of information are they seeking on social channels? What are they seeing from their friends?

e.g What their friends are up to, current affairs, brands they're interested in

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Social media content calendar

Content calendar

Your social media content calendar can be in whatever format you find most useful! Here's a preview of how you might like to lay it out - you could use a spreadsheet or Canva template and share with your teams.

If you click this link you should also be able to access this on Canva - please ensure you make a copy before editing it.

Content calendar

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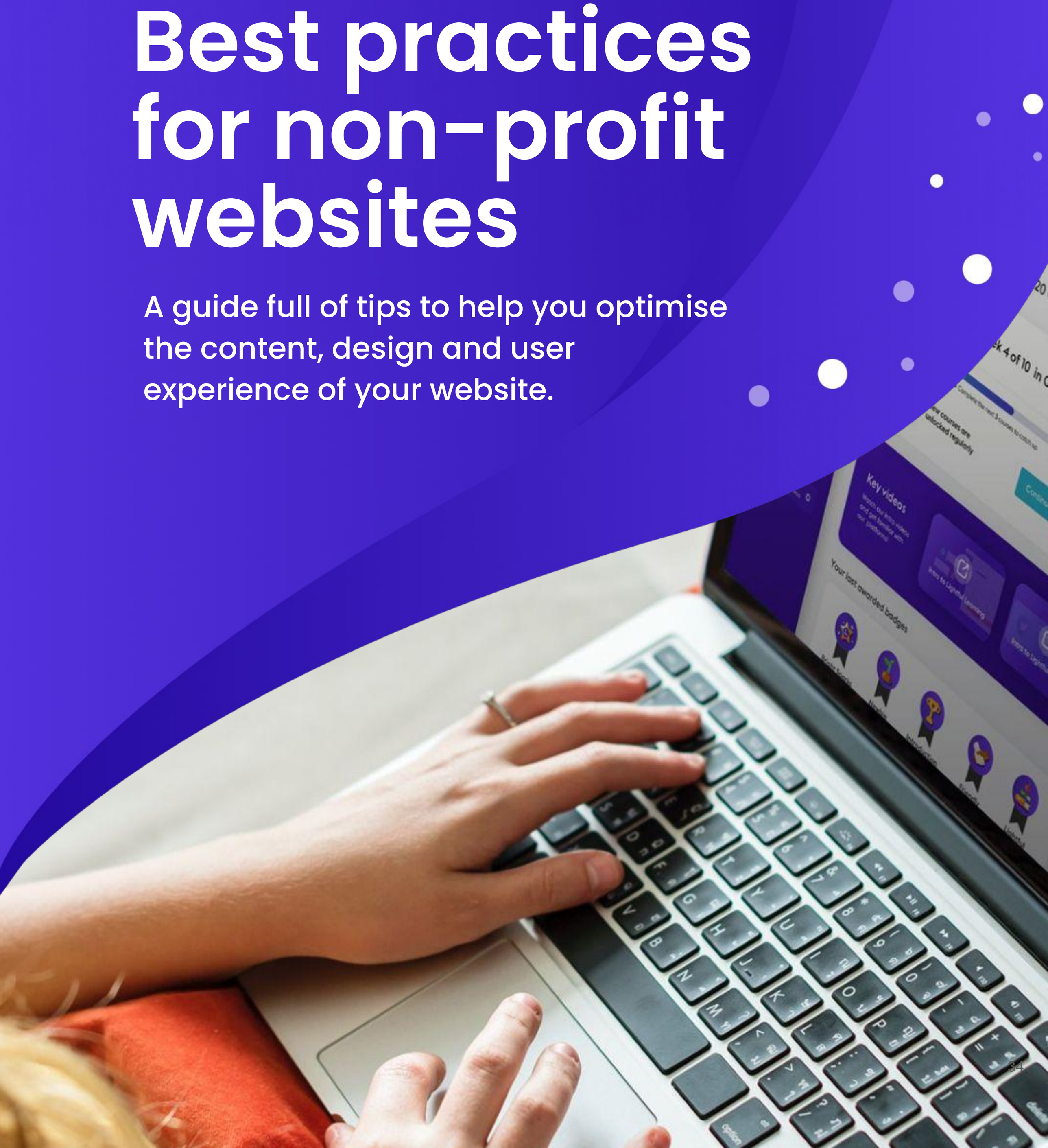
Date	Time	Platform	Content type	Copy / description	Visuals / link to asset	Content pillar	Post Objective	Approval needed?	Status	Link to published post
Month: August 2025										
01 Aug 2025	8:00AM	Facebook	Text			Awareness	Reach	✅ Approved	✅ Published	Link to post
07 Aug 2025	8:30AM	Instagram	Photo			Education	Link clicks	💬 Feedback Prov...	🕐 Needs approval	N/A
03 Jul 2025	2:00PM	X	Video			Advocacy	Engagement	❌ Declined	✅ Published	Link to post
04 Jul 2025	10:00AM	LinkedIn	Article			Fundraising	Sign-ups	✅ Approved	✅ Published	Link to post
05 Jul 2025	4:00PM	BlueSky	Text			Education	Donations	🤔 In Review	✏️ In Progress	Link to follow
06 Jul 2025	6:30PM	Email	Newsletter			Engagement	Sign-ups	✅ Approved	👀 Scheduled	Link to follow
07 Jul 2025	10:00AM	Instagram	Text			Awareness	Reach	👀 Needs Review	✏️ In Progress	Link to follow
08 Jul 2025	2:00PM	Facebook	Text			Engagement	Sign-ups	👀 Needs Review	👀 Scheduled	Link to follow
09 Jul 2025	10:00AM	Instagram	Text			Engagement	Reach	✅ Approved	✏️ In Progress	Link to follow
10 Jul 2025	4:00PM	X	Text			Event Registration	Engagement	✅ Approved	✏️ In Progress	Link to follow
11 Jul 2025				*Add more social media content and its corresponding posting details*						

Best practices for non-profit websites

A guide full of tips to help you optimise the content, design and user experience of your website.



Contents

This guide outlines the key components of a successful website. You can use these tips as a checklist for your own website, to make sure your content, design and user experience is optimised to help you reach your organisation's goals.

Content 3

What are you communicating on your website? How do you showcase impact? Is it easy for people to get in touch?

Design 5

Is your media high quality? Is your website mobile friendly, and is it easy for people to make a donation?

User Experience 6

How accessible is your website? Is it easy to use? Can you use analytics tools to understand more about how it's performing?

Help and security 8

Is it clear what you want people to do, and how they can get involved with your organisation's work? Is your website secure?

Content

When we say ‘content’, we mean anything that’s on your website. This could be your mission statement, information about how people can get involved, or the stories you tell to demonstrate impact. When updating your website, always think about who your target audience is, and what you’re trying to achieve.

Mission and goals

Best practice: The website clearly communicates the organisation’s mission, values and objectives.

How does it help? Users can understand the purpose of the organisation, which builds trust.

Showcasing impact

Best practice: Uses stories, images and data to showcase the impact of the organisation.

How does it help? Users can understand the value of their support, and it can motivate them to donate or volunteer.

Contact information

Best practice: Includes ways for users to contact the organisation (e.g. email, phone number, address, social media buttons, contact form on website).

How does it help? Makes it easier to ask for help or information if needed.

Storytelling

Best practice: Uses storytelling to share the organisation’s impact, and connect with the target audience. Uses real-life stories of those who have been helped by the organisation to demonstrate the value of their work.

How does it help? Showcasing the value of the organisation’s work motivates users to get involved.

Social media

Best practice: The website links to social media accounts, with prominent buttons that can be found easily.

How does it help? Keeps users engaged with the organisation’s activities via social media, even when they don’t actively visit the website.

Testimonials

Best practice: Uses testimonials from donors, volunteers and partners to showcase the impact of the organisation.

How does it help? Builds trust and credibility with visitors.

Partnerships and collaborations

Best practice: Showcases partnerships and collaborations with other organisations and community groups, be featuring logos or linking to partners' websites and relevant content.

How does it help? Build credibility and shows your commitment to working with others to achieve your goals.

Regularly update content

Best practice: Website content is kept up-to-date with current events and news related to the organisation, including any current campaigns. Doesn't keep old information or past events on the main pages.

How does it help? This shows your are an active organisation, and keeps visitors engaged and informed about your current work. Shows that your website is a reliable source of information.

Thanks donors and volunteers

Best practice: Thanks donors, supporters and volunteers, and acknowledges their impact.

How does it help? This builds relationships and encourages continued support.

Design

Website design is important, because it's often your opportunity to give a good first impression of your organisation. It's important that your website makes it easy for users to find what they're looking for, and take action.

Call to action

Best practice: Uses clear and compelling calls to action throughout, to encourage visitors to donate or volunteer via prominent buttons or links.

How does it help? This makes it easy for users to take action and interact with you.

Responsive design

Best practice: Website is mobile-friendly and responsive to different screen sizes.

How does it help? Different types of users access the website from different devices, so keeping consistent quality makes it easier for them to find the information they need.

Easy donation

Best practice: Visible and accessible donation button, simple process for donation using trusted payment platforms, with various options (e.g. one-time, monthly).

How does it help? Donors may abandon their donation if it's not easy to complete. A user-friendly process and appealing button can encourage more people to donate.

High-quality media

Best practice: Features high-quality images and videos that are relevant to the organisation's work. Doesn't use too many visuals on each page.

How does it help? High-quality media helps showcase what you do, and makes your site look professional. Too much media can make the page slow and overwhelming.

Brand consistency

Best practice: Uses consistent branding throughout the site (including colours/logos).

How does it help? Users enjoy a cohesive experience, and recognise your brand.

White space

Best practice: Uses white space to make content easier to read.

How does it help? Creates a balanced layout that's visually appealing and easy to navigate.

User Experience

User experience is about making sure people who visit your website have an easy and positive journey. Your website should be set up with users in mind, making sure to cater for different accessibility needs.

Clear website structure

Best practice: The website has a clear structure where users can easily navigate through various sections. There are no hidden sections, and content has a logical structure. Headings, subheadings and clear menus are used to help users find what they are looking for.

How does it help? Users will be able to navigate the site with easy, and find what they're looking for without effort.

Accessibility

Best practice: The site is accessible to all users, including people with disabilities. Uses alternative text for images, closed captioning for videos, and all pages are compatible with screen readers.

How does it help? This allows all users to visit and engage with the content of your website, and shows you are an inclusive organisation.

Frequently test that everything works

Best practice: All website content is tested regularly; including navigation, links, forms and payment processing.

How does it help? This helps ensure a positive experience for visitors, as people are likely to be put off by websites that aren't reliable.

User-friendly forms

Best practice: Forms for donations, registrations and any other actions are user-friendly. There are clear instructions, autofill options, and error messages to make the process as clear as possible for users.

How does it help? Making processes easy can decrease the number of drop-offs.

User feedback

Best practice: Makes decisions about the content, information and design of the website based on user feedback.

How does it help? Ensures the needs of the people who are going to use the site are considered.

Page speed

Best practice: Site is optimised for fast loading speeds. Uses image compression, caching, and content delivery networks.

How does it help? Makes sure your site loads quickly, even on slower internet connections.

Analytics

Best practice: Website analytics monitored regularly to track visitor behaviour and identify areas for improvement.

How does it help? Reviewing performance means you can optimise your website for engagement and donations, to help achieve your goals.

Help and security

User experience is about making sure people who visit your website have an easy and positive journey. Your website should be set up with users in mind, making sure to cater for different accessibility needs.

Provide information on how to get involved with your organisation

Best practice: Information about how users can get involved is readily available and easy to find; whether it's volunteer opportunities, events, or any other way of supporting the organisation. Clear instructions are included, so people know the different ways they can get involved, and who they can contact for more information.

How does it help? If the process is straightforward and clear, more people may decide to sign up and support your organisation. If there are multiple ways to support, you might prompt someone to support you in a way they wouldn't otherwise have thought of!

Security

Best practice: The site is safe and secure, and the URL begins with 'https' rather than 'http'.

How does it help? This protects sensitive information, and ensures users feel safe when engaging with and submitting information (such as payment details) through your website.

Checklist:

- Install an SSL (Secure Sockets Layer) certificate - this makes sure any data exchanged between a visitor and the website will be secure
- Update your the plugins and extensions on your site regularly (you can often set your website provider to auto-update)
- Use strong passwords and two-factor authentication to fend off hackers
- Ensure you're using a secure hosting service, and a reputable payment provider
- Backup your site regularly

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Consent form template

Media consent form

This form allows [organisation name] to use your story, photo, voice, or video to raise awareness about our work. Your participation is completely voluntary, and you may limit how your image or story is shared.

I, _____ give permission to [organisation name] to (check all that apply):

☐ Interview me ☐ Record my voice ☐ Photograph me ☐ Videotape me

I understand this content may be edited and shared publicly (e.g., website, social media, newsletters) to support the organisation's mission. I consent to the following (choose one in each category):

Identity preferences:

Image:	☐ Show my face	☐ Blur my face
Name:	☐ Use my real name	☐ Use a pseudonym
Voice:	☐ Use my voice	☐ Alter my voice

I grant this permission:

☐ One time only for _____ _____ ☐ Up to one year ☐ Up to one month ☐ Other:

Other conditions:

By signing below, I voluntarily grant [organisation name] the right to use the media described above, with the limitations selected herein.

Client signature Date

Organisation representative Date

You may withdraw consent at any time by contacting _____

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Campaign planning template

Planning a campaign

Name:

Organisation:

What is your campaign?

Campaign description	Timeline	Campaign type
E.g. get 10,000 signatures on a petition	*In weeks/months*	*Is it a global or national campaign? If national, where?*

What are your main campaign goals?

Goal #1
E.g. get 10,000 signatures on a petition

Goal #2
E.g. increase followers on social media

Goal #3
E.g. gain 10 new regular givers

Campaign theme

Emotive theme

What is the main story you are trying to tell?

Powerful statistics

What are the key statistics you will use alongside your stories/visuals?

Call to action

What is your primary call to action?

Fundraising

Stretch target	Realistic target	Fundraising platform(s)

Channels

What are the main digital channels you will use?
e.g social media, website, email

Audience

Who is your primary target audience?
E.g. Individuals who are already supporting you

Who is your secondary target audience?
E.g Individuals who have supported you in the past

Timeline

	3 weeks to go	2 weeks to go	1 week to go
Fundraising activities	*E.g set up Global Giving Page*	*E.g Ensure Global Giving page is ready*	*E.g Test all donation mechanisms*
Communication activities	*E.g. Create a email + social media plan*	*E.g. Start to post on social media*	*E.g Email database*
Responsible (which team/member)	*E.g communications*		

Campaign theme

When will you review the campaign?

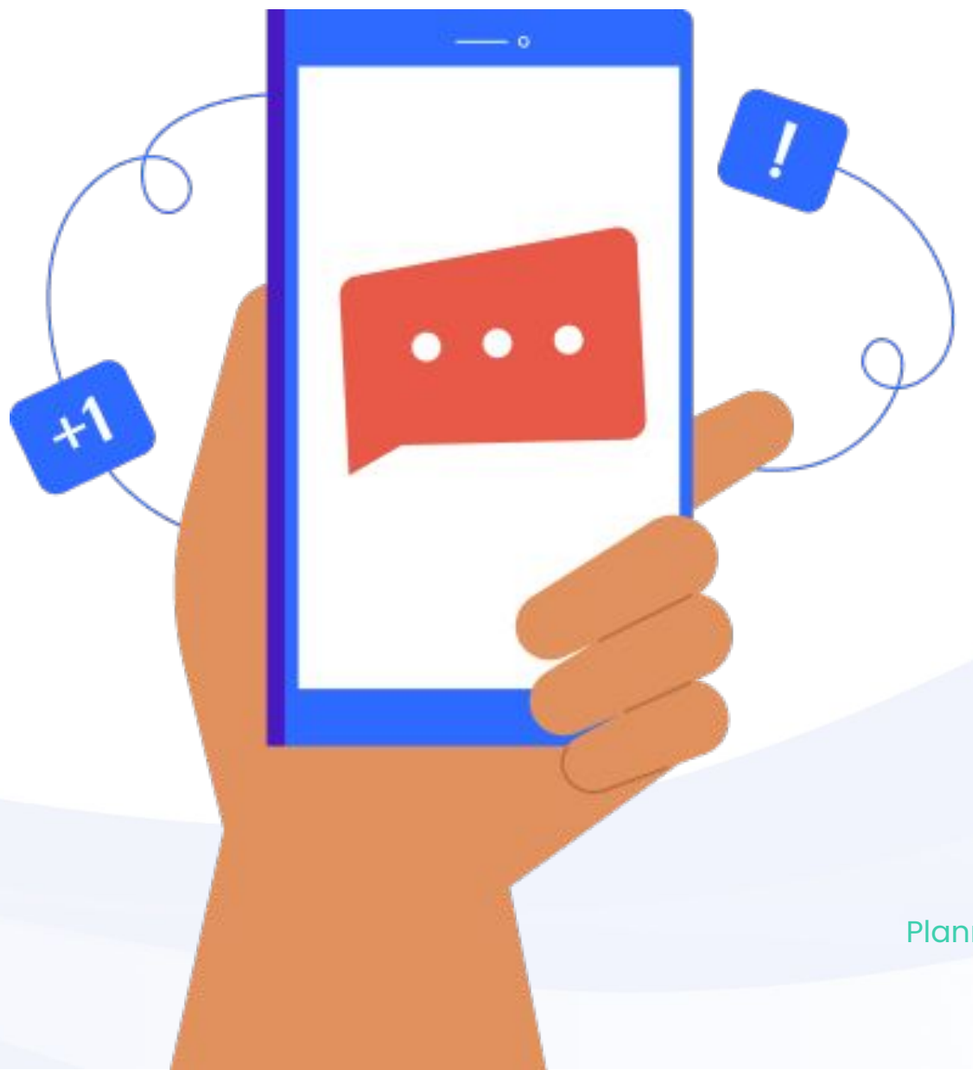
E.g a month after the end date

How will you measure success? (refer to your campaign goals)

E.g through donations, content engagement, newsletter sign ups, petition signatures...

Which analytics will you track?

E.g Number of followers, number of donations, content engagement rates, website traffic...



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Fundraising Strategy Canvas

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Fundraising Goals

Setting goals is the first step in creating or refining your digital strategy. The SMART method helps to define your goals so that you can work towards them effectively, and applying these elements to your fundraising goals can give direction and focus to your campaigns.

Specific

The first step to refining your fundraising goals is to make them specific. Fundraising goals should be rooted in specifics such as:

- *Raise $10,000 in 12 months*
- *Gain 400 new donors through Facebook*
- *Raise 20 percent more in total donations compared to last year*
- *Recruit 100 fundraisers to make campaign pages*

Measurable

By setting measurable goals, you make success and failure more objective. Without a quantifiable goal, there is no way to truly judge if you have succeeded. To make your objectives measurable, ask questions like “how much?” and “how many?”

Attainable

Your fundraising goals should be both ambitious and attainable. Think of your proudest accomplishment. Was it easy to achieve or very difficult? Most people derive a greater amount of satisfaction from achievements they had to work hard for.

Keep in mind, however, that setting goals that are too difficult can also work against you. If a goal seems unachievable, people may feel inadequate or as though they are being set up to fail. Your fundraising goals should be challenging, not impossible.

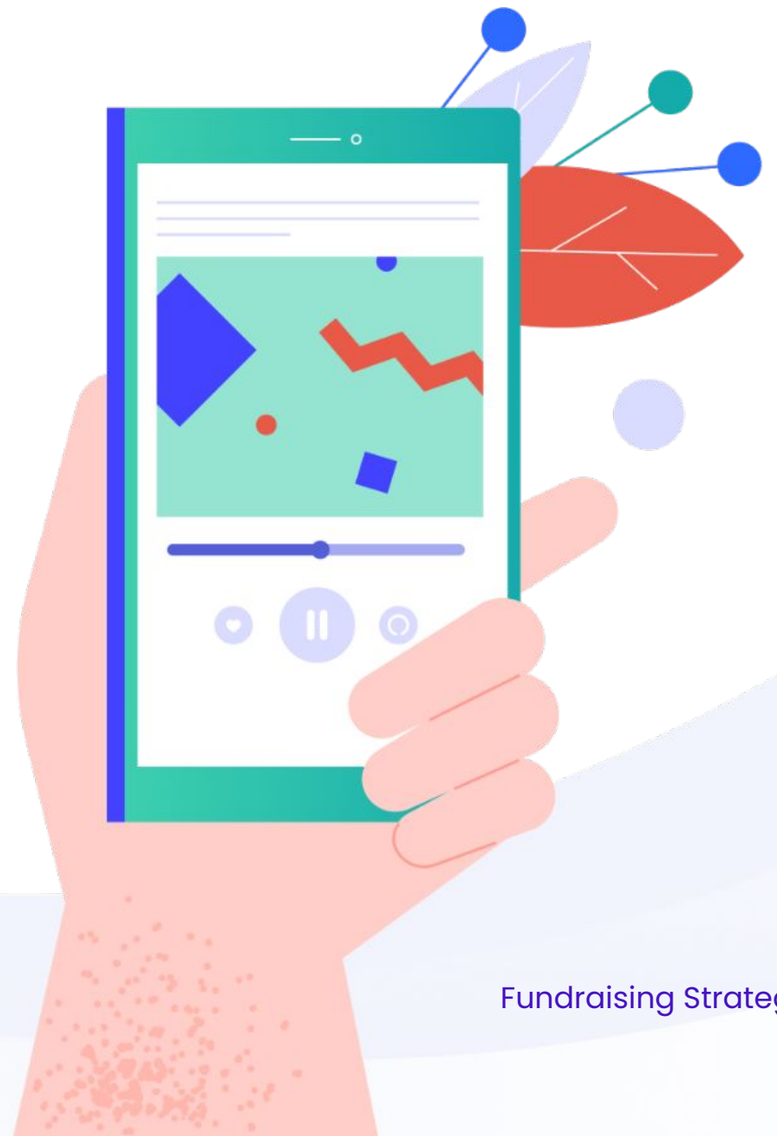
Relevant

We value achievements that make a positive difference, so you should know the “why” behind all your fundraising goals. Much like how donors need to know what impact their gift will have, fundraisers need to be reminded of the work their development goals support. You should know how every fundraising goal relates to your mission.

Timely

Deadlines are an important part of making your objectives specific and measurable. If a goal isn’t time-based, you can put it off indefinitely. Having a visible deadline can be a powerful motivator for donors and fundraisers. But don’t forget to allow a reasonable amount of time to achieve your results. Your deadline, too, should be ambitious but attainable.

Top Tip: *Don’t forget to write down your goals and make them visible. Having a daily reminder of your objectives can help your team stay focused and motivated.*



SWOT Analysis

The best fundraising strategies are simple and clear. Once you have identified your goals a SWOT (**S**trength, **W**eakness, **O**pportunity, **T**hreat) analysis can help you understand what's realistic and achievable, identifying growth opportunities and reaffirming your strengths. Reflecting on the questions below will help shape your goals.

Strengths	Weaknesses
Do you have a large, reliable pool of donors? *Is your fundraising strategy diversified?* *Do you enable enough peer-to-peer fundraising opportunities?* *Is your fundraising revenue from recurring donors sustainable?* *Do you have campaigns that achieve continuous improvement?*	*What is a donor's experience on your website when they give to your organisation?* *Do you lack strong relationships with sponsors, partners, or major donors?* *Do your fundraising events include a virtual participation option?* *Are you setting your goals too low?* *Are you losing touch with donors after the big giving season?*
Opportunities	**Threats**
Have you developed a peer-to-peer campaign strategy? *Do you accept multiple payment options?* *Are your donation pages optimized for mobile?* *Are you promoting your donation pages creatively?* *Do you have templates in place for your campaigns?* *Are you using the latest fundraising data to inform your plans?* *Are you considering how your donors' generosity has increased to inform your goals and outreach strategy?*	*Does your development team face high turnover?* *Does the pandemic's impact linger within your donor base and community?* *What is the current and forecasted state of the economy?*

Your fundraising goals

Write down your fundraising goals here to hold you and your team accountable. Remember to make these goals as SMART as possible. Use this sheet to check-in regularly with your team to see how on track you are to achieving these goals

Goal 1

Eg: Acquire new recurring donors

Acquire 15 new donors through Facebook donate by the end of the month

Goal 2

Eg: Increase gift size

Increase average monthly gift from $15 to $18

Goal 3

Eg: Attract a younger donor base

Make the ask once a month on Instagram, Facebook and Twitter

Goal 4

Goal 5

Choosing the right fundraising tool

You want to make sure that your donor's online giving experience is a positive one.

How do you usually fundraising online? Many organisations rely on their donation page on their website but there are lots of other giving tools that you can use to really elevate your fundraising.

Facebook

Facebook has built free tools to make it easier for you and your community to raise money and enable supporters to fundraising for your cause.

- Add a donate button to your organisation's page and to your posts
- Create a Facebook fundraiser for an upcoming campaign
- Encourage your supporters to create their own Facebook Fundraiser
- Add a fundraiser sticker to your Facebook stories

It is worth noting that Facebook giving tools differ from country to country. Click here to check what tools are available in your organisations country

Instagram

Individuals can raise money directly on Instagram through:

- Instagram lives - adding a donate button to live videos
- Instagram stories - adding the donation sticker encourages supporters to give in just a few taps
- Profile button - Instagram business accounts can add a donate button on their profile

Crowdfunding platforms

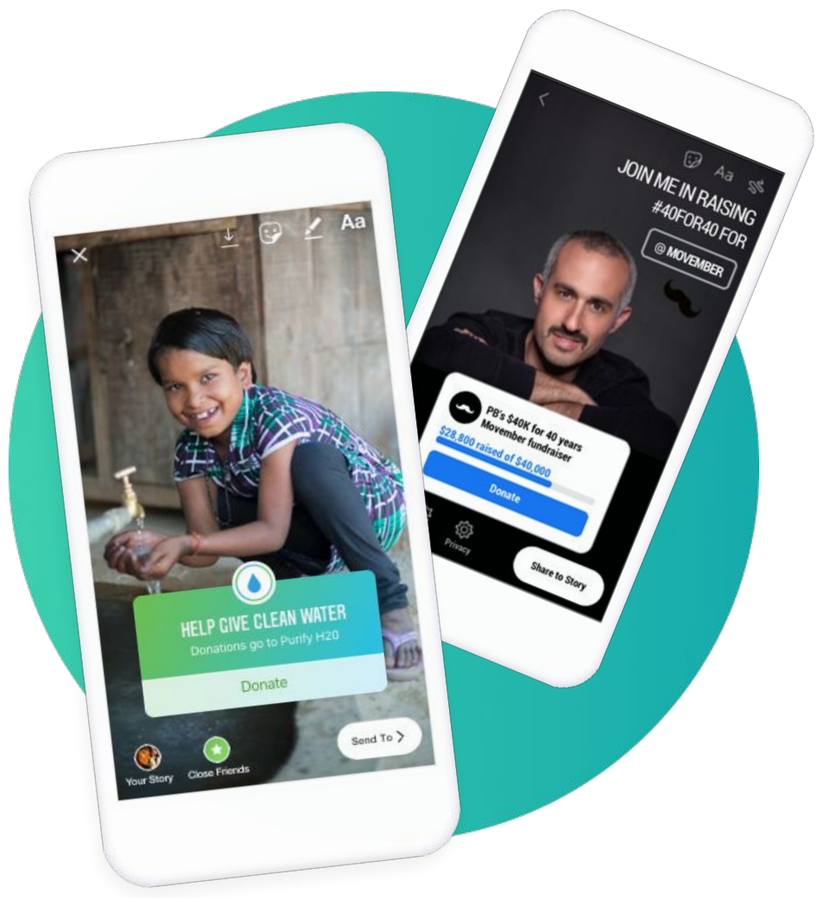
Crowdfunding platforms allow you to create a campaign landing page to accept donations, raise money for a specific project, or drive support for a time-based initiative. Here are some platforms:

- Enthuse
- GoFundMe
- MightyCause

Peer-to-peer fundraising platforms

Peer-to-peer fundraising campaigns have the power to reach larger audiences as individuals ask their personal networks for donations on your behalf. It is a multi-tiered approach to crowdfunding that empowers your supporters to become fundraisers. Here are some of the most popular platforms:

- Classy
- Donately
- JustGiving



Text-to-donate

Text donation tools are a great way to quickly fundraising and are easy and convenient for both charities and donors to use. Here are some platforms to check out:

- Donr
- instaGiv

Donor segmentation

Donor segmentation allows for you to know who your audience is and cater to their needs, and it comes in handy for email marketing. How you decide to segment your donors depends on the needs of your organisation. See below different ways that you can segment your donors to help make sure you are connecting with donors in the right way.

How your donors were acquired

Your website
Social media
In-person networking
Direct mail

Size of gift

For example, you can separate donors giving under $100, $100-$249, $250+, and major gifts.

First time VS recurring

You should track first-time donors because they oftentimes need extra support and persuasion to give again as opposed to returning donors.

Giving Frequency

Some donors will give every time they're asked while others only consider gifts once or twice a year. Note the frequency of your donor's gifts to send the right messages at the appropriate times.

Engagement level

Does your donor give a gift and then drop off the radar for months, or do they connect and engage via social media, volunteer, or sign up for your email newsletter?

Preferred ways to give

Email
Website
Facebook 'Donate Now' button
Events
Crowdfunding and peer-to-peer fundraising
Direct mail

Communication preferences

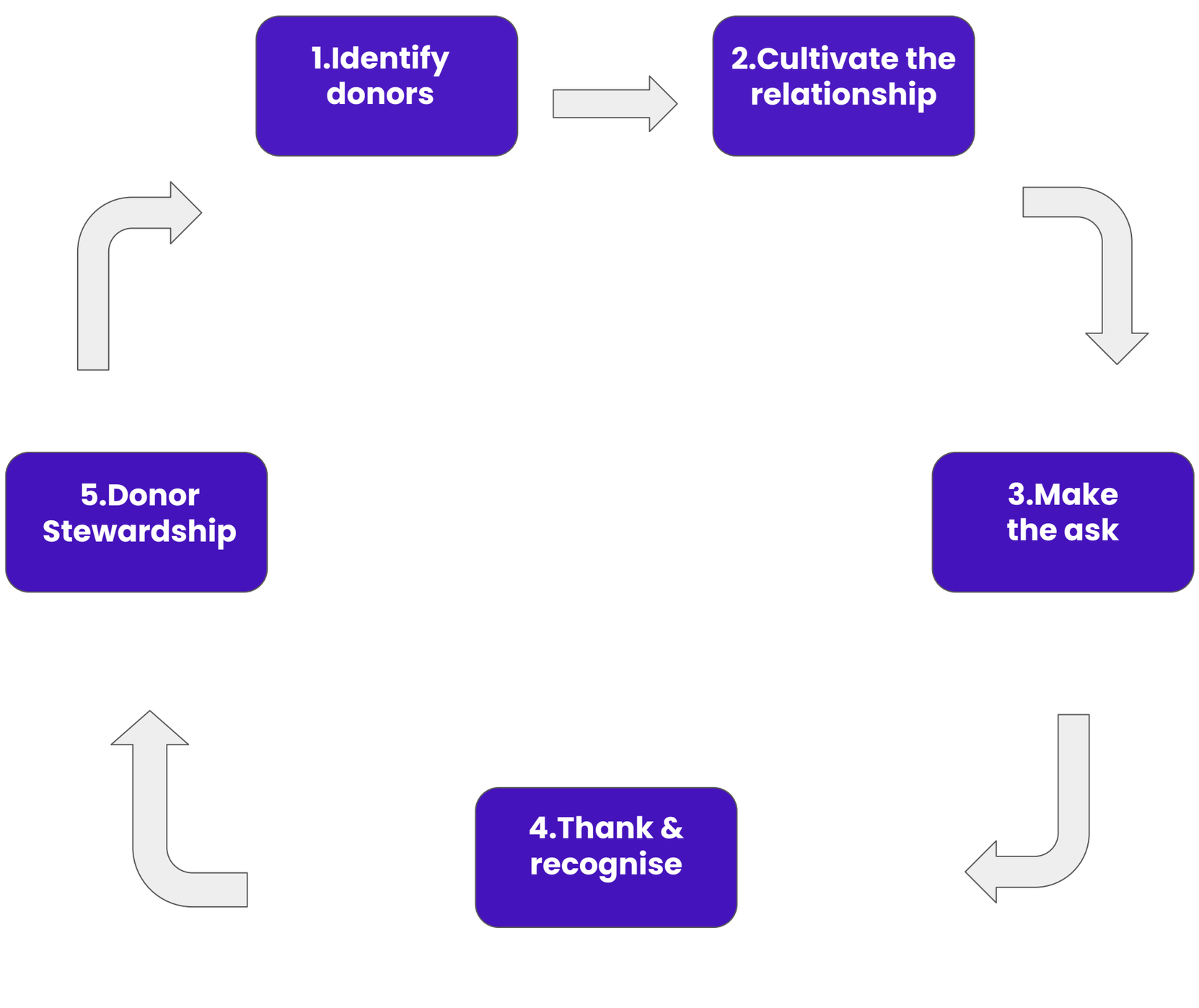
Some donors don't want to hear from you all the time while others like to be kept in the loop as your organisation grows.

Demographics / Interests

Age
Gender
Income
Location

Donor acquisition cycle

With segmentation, you can send donors the information that's relevant to them and avoid bombarding them with irrelevant messages. For example, you wouldn't want to send long-time donors emails meant for supporters new to the organisation. Similarly, you wouldn't want to send every volunteer update to those people who never volunteer.

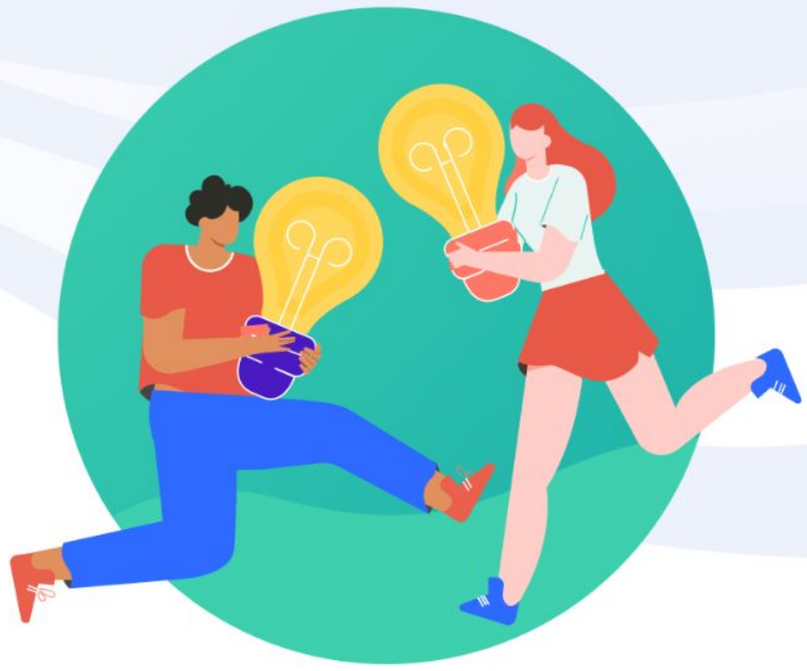


Calendar of donor activities

Once you have identified your various donor segments, map out of your communications plan for the upcoming months and tailor your communications for each group identified.

January	***February***	***March***	***April***
May	***June***	***July***	***August***
September	***October***	***November***	***December***

Making an ask



An ask can be anything from fundraising, volunteering, to time and skill sharing. When it comes to fundraising, you are asking someone to do something for your cause, you are connecting with their passion, and linking it directly to your work.

Once donors believe your cause matters, giving becomes the natural next step.

Two things are really important when building up to an ask:

- **Cultivation**
  Fundraising is based on relationships and you can set yourself up for fundraising success by putting stewardship and cultivation at the forefront of your communications strategy.

  Build relationships with new and existing supporters by maintaining regular contact, updating them on your work, and engaging in two-way conversations. Every piece of digital content, whether it's an email or social media post, is an opportunity to gain new support, and strengthen existing relationships.

- **Storytelling**
  For charities to win both hearts and minds, it's important they share the stories of those they serve. Effective storytelling will span multiple digital platforms and have a clear narrative that accumulates with a strong call to action.

Top tips for making an ask

- **Research your audience** - understand who you are talking to and tailor your messaging
- **Be specific** - know what your organisation needs and give donors specific donation amount options, E.G. $20 could purchase one PPE kit and COVID test for a frontline health worker
- **Include variety** - Let your supporters know how else they can get involved, e.g. signing up to your newsletter, sharing social media content

KPIs

KPIs (Key Performance Indicators) are measurable values meant to demonstrate how effectively you are achieving your fundraising objectives. Take a look below at some fundraising metrics you can track.

It's important to track KPIs because they:

- Provide a large amount of accurate data about your organisation.
- Empower you to make informed, evidence-based decisions.
- Take all of the guesswork out of evaluating success.
- Can tell you which strategies are working and which aren't.

Metric	Description
Fundraising ROI	*By dividing revenue by expenses you can see if you fundraising efforts have been successful or not*
Conversion rate	*Divide the number of people who completed the goal action by the number of people who were given the opportunity to do so, then multiply that number by 100 to yield a percent*
Donor retention rate	*Donor retention rate tells you how many donors your organisation retains on a year-over-year basis*
Donor Growth rate	*Donor growth rate measures an increase or decrease in the total number of donors to your organisation over a given time period*
Donor type	• *Individual* • *Foundation* • *Government* • *Corporation*
Donor acquisition cost	*Representation of how much money your organisation spends to acquire one donor*
Average gift size	*To calculate average gift size, divide the total amount received by the number of gifts received*
Form of donation	• *Facebook donate* • *Website* • *Crowdfunding page*

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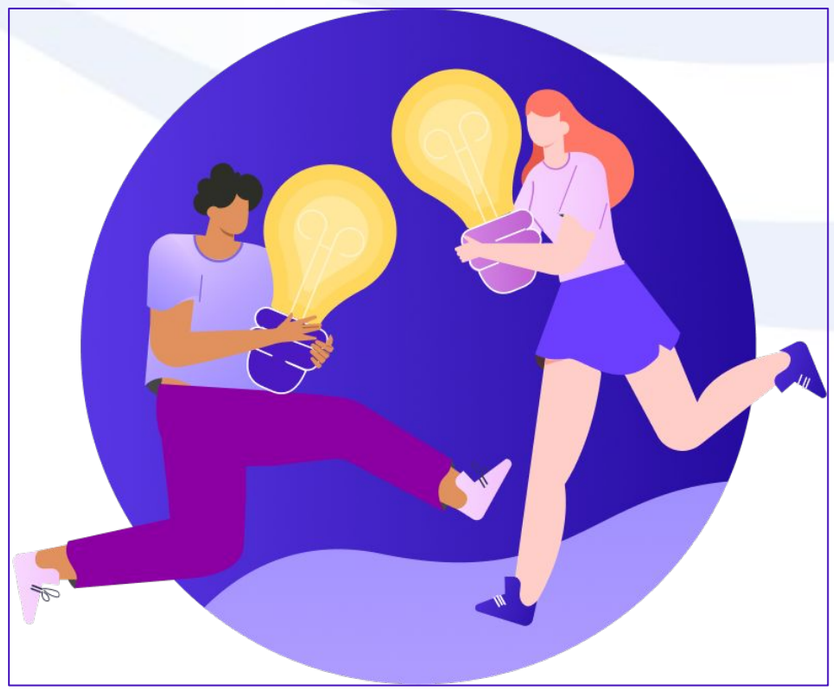
Ambassador toolkit

Activating ambassadors

Ambassadors can help amplify your impact far and wide by using their own digital channels and networks to share your message. Here are some useful templates and resources to help you build your community of advocates.

Ambassadors are a great way for organisations to raise their profile and engage their audience. They act as a spokesperson for the organisation, and are generally high-profile individuals in the media, online or within your local community.

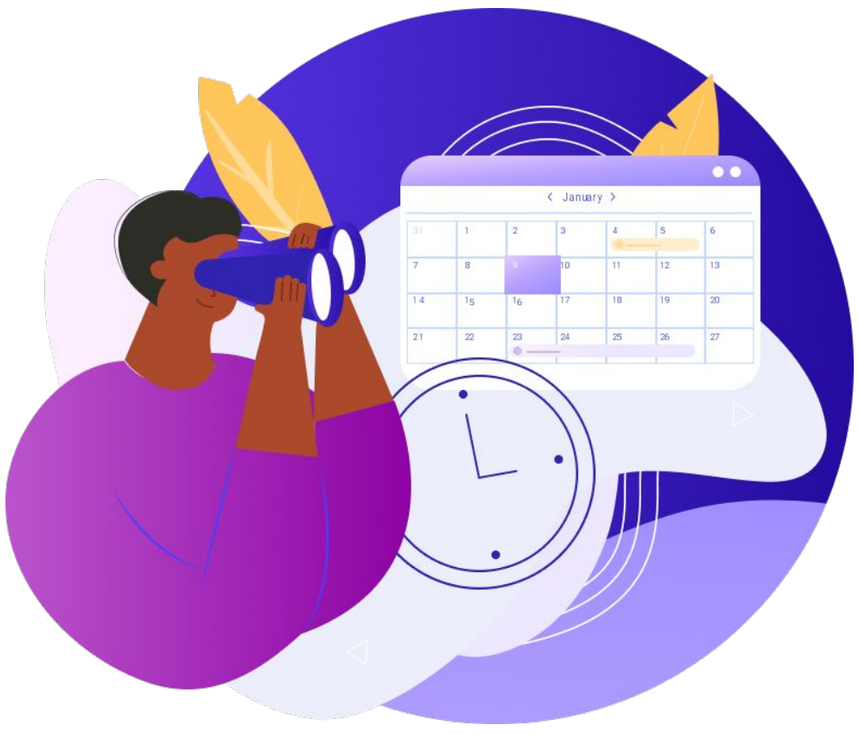
This toolkit has been designed to help you identify your ambassadors and provide a framework for your outreach to them.



Setting your objectives

The first step in a successful ambassador programme is to decide on your objectives. What role could working with ambassadors play in your overall communications plan? Do you want to raise awareness, share stories of your donors and beneficiaries, reach new audiences?

Think about how ambassadors can help you do this - and then set some SMART goals!



Finding the right fit

You want to make sure that anyone you approach to be an ambassador for your cause is the right person for your organisation. Ideally they should share a similar vision, be passionate about your work, and be aligned with your values. Use this template to identify important elements of your potential ambassadors:

Name:	**Profession:**
Where is this individual based? What is their geographical reach? What is their online reach?	
Why are they a good fit for your organisation?	
Is there a particular programme/service that might interest them?	
Do they have any previous experience working with nonprofits?	
Do they have any existing or previous brand partnerships?	
Are there any red flags online? (google search, social media scan, press scan)	

Working with ambassadors

Once you have appointed your ambassadors and begun working with them, it can be helpful to prepare toolkits for campaigns you're working with them on. Here's a toolkit template you can use!

Your organisation and campaign name:	
Your organisation's mission statement	
Provide an overview of your campaign: • What are the objectives? • When will it begin and end? • What channels will it be promoted on? • If the campaign has a fundraising target, what will the impact of the funds raised be?	
What are your expectations for the involvement of the ambassador? • A set number of social media posts? • Attendance at an event? • Emailing their networks?	
Campaign elevator pitch • A paragraph about your campaign that your ambassador could share on your behalf	
Call to action • Summarise the CTA • Provide the key URLs, for example to your donation page, or the campaign page on your website • It's helpful to set up tracking on your campaign URLs so that you can monitor the effectiveness of your campaign activities	
Social media details and templates • Campaign hashtags • Your organisation's social media handles • Sample social media posts your ambassador can add their details to and share on your organisation's behalf	
Assets • Provide links to collateral materials such as logos, images, video, infographics which your ambassador can use	
Email templates • If you'd like your ambassadors to email their networks about your campaign, provide templates they can add their details to and send out on your behalf	

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Donor stewardship plan

Donor stewardship plan

Does your nonprofit have a formalized plan for engaging with donors immediately after they make a gift? If not, this template provides an excellent place to jump off to get one created for your board's review.

Interaction Type	Communication Type	Timeline	Potential donor	New donor	Loyal donor	Major donor	Planned giving/ legacy donor
Acknowledgement	Thank you email	24 hrs		x	x	x	x
	Thank you email from executive director	48 hrs				x	x
	Welcome email	30 days		x			
	Welcome email from executive director	30 days				x	x
	Impact report	Qtrly	x	x	x	x	x
Reporting	Update on how gift/s is used	1x year				x	
	Present other opportunity to support (non-financial)	Qtrly	x	x	x	x	x
	Annual report listing	Annual		x	x	x	x
Recognition	Newsletter mention	Qtrly		x	x	x	x
	Invite to donor event	2x year			x	x	x
	Donor survey	2x year		x	x	x	x
Regular engagement	Donor stories	Qtrly	x				
	Present volunteer opportunity	Qtrly	x	x	x		x
	Donor anniversary	Annual		x	x	x	x
	Gala/event invitation	Annual		x	x	x	x

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Fundraising platforms - Africa

Fundraising platforms popular in African nations

There are many different online fundraising platforms platforms available, and here are just a few to explore:

M-Changa

M-Changa is Africa's largest Online Fundraising Platform, providing a secure, transparent & convenient way to raise money.

- https://www.changa.co.ke/

Chuffed

A global social justice crowdfunding platform that has supported communities, movements, non-profits, charities and activists.

- https://chuffed.org/movement/africa

Crowdfrica

Africa's #1 fundraising platform for healthcare and education. Raise funds specifically for medical treatment or for a classroom in need

- https://www.crowdfrica.org/

donate-ng

An online fundraising and crowdfunding portal in Nigeria where individuals and charities with causes and projects can easily raise funds.

- https://donate-ng.com/

Rise by DonorSee

DonorSee's Rise matches you with new donors, and takes your donor engagement and fundraising to a whole new level.

- https://www.actionrise.com/

GlobalGiving

GlobalGiving is a nonprofit that connects nonprofits to donors, companies, and other nonprofits in 175+ countries. They’re a partner, not just a platform.

- https://www.globalgiving.org/nonprofits/

Classy

Classy Passport provides multi-currency support for donation pages, crowdfunding, and peer-to-peer campaigns. It also lets supporters set fundraising and team goals in their preferred currency.

- https://support.classy.org/

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Brand guidelines template

Brand guidelines template

Brand story

Your brand story tells your audience what your brand is about - and what your organisation cares about the most. Include your mission statement, vision and values.

Logo guidelines

✅ Primary logo: [insert logo image]
🔁 Alternate logo (if applicable): [insert alternative logo]
❌ Incorrect usage: Don't stretch, rotate, or change colours

Colour palette

Include colour blocks with codes for quick visual references.

Primary colour: [insert hex code, RGB and CMYK values]

Secondary colour:[insert hex code, RGB and CMYK values]

Accent/neutral: [insert hex code, RGB and CMYK values]

Typography

Define which fonts will be used, when and where.

Headings: [e.g., Montserrat Bold, ALL CAPS]

Body text:[e.g., Open Sans Regular, Sentence case]

Usage: Maintain consistent spacing and font hierarchy

Voice and tone

Voice: [e.g., compassionate, empowering and professional]

Tone:[e.g., Positive and inspiring, especially when discussing challenges]

“We believe in change.” instead of “Problems need fixing.”

Imagery style

📸 Use real, high-quality images showing community impact.

🤦‍♀️ Avoid stock photos that feel staged or impersonal.

Include contact information for brand questions, e.g.,
📧 [insert email address]
🔗 Full brand assets: [link or QR code]

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A guide to managing contentious issues, misinformation and abuse on social media

Introduction

In today's connected world, social media has become an indispensable tool. It helps nonprofits amplify their messages, engage with communities, build advocacy movements, raise funds, and more! We can reach more diverse audience groups on a larger scale than ever before. However, this digital landscape also presents some huge challenges, including the spread of misinformation, hate, and online abuse. Sadly we are seeing this on a scale like never before, and it's often the people doing good, organisations making a difference, and marginalised communities - who face the worst of it.

At the heart of your mission lies a commitment to positive change, but sometimes these values are met with hostility. Or, sometimes you face opposition in the form of misinformation and 'fake news', which contradicts the information you're trying to share. Navigating this challenge can be daunting, but remember you are not alone.

In this guide you will find practical advice and resources to help you manage these challenges online. While there is a much bigger societal issue at hand here, we hope that some of our tips and templates can help ease the pressure and emotional toll for you and your team.

In the following pages, you will find guidance on creating house rules and policies to set the tone for respectful and constructive interactions, strategies for managing and responding to online abuse, and techniques to tackle misinformation head-on. We've also included editable process templates to streamline your efforts and ensure consistency in your approach.

Amidst these challenges, it's important to remember the positive change you are advocating for. By adopting a proactive and compassionate approach to addressing contentious issues online, you can continue to inspire and educate, even in the face of adversity. Together, we can harness the power of social media to foster understanding, promote truth, and drive meaningful change in the world.

Our BRIDGE team have all worked for nonprofit organisations, and have also all sadly experienced the challenge of dealing with misinformation, hate and abuse online. We've put together this guide to share tips, templates and processes that we've found useful.

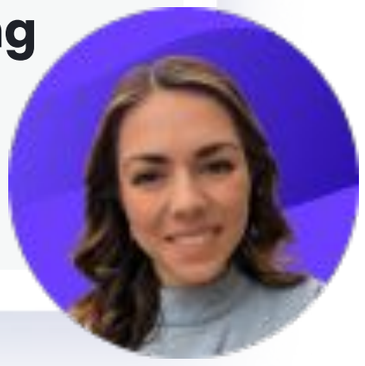
A note on protecting yourself

Dealing with this subject matter is difficult. Please remember to prioritise your safety and wellbeing. While you're in the midst of dealing with a crisis it can be hard to remember to take care of yourself.

- ❏ Take regular breaks
- ❏ Turn off social media notifications
- ❏ Ask for help and tell someone what you're dealing with
- ❏ Make time for activities that bring you joy (away from screens!)
- ❏ Report any tangible threats

"When you're in the midst of managing a crisis it can be so hard to take a break and step outside of the situation, especially when social media is 'always on'. But, prioritising your mental health and wellbeing is important, and dealing with comments can wait (even when you don't think it can!)."

Jasmine, Digital Training Lead



Terms and definitions

Misinformation

Misinformation refers to false or inaccurate information that is spread, often unintentionally, without the intent to deceive. It can result from misunderstandings, errors, or the sharing of outdated or misleading content. Misinformation can contribute to confusion and misunderstanding, even though those sharing it may not have malicious intentions.

Disinformation

Disinformation involves the deliberate spread of false or misleading information with the intention to deceive, manipulate, or harm. Unlike misinformation, disinformation is shared with the purpose of influencing public opinion, creating confusion, or advancing a particular agenda. It often involves a calculated effort to mislead and can be harmful or dangerous.

Fake news

Fake news refers to fabricated or intentionally deceptive news stories presented as factual journalism. These stories may appear in traditional media or online platforms and are designed to mimic legitimate news reports. The primary aim of fake news is to mislead readers, manipulate public opinion, or generate sensationalism for various reasons, including political, financial, or ideological motives.

Hate speech

Hate speech is any form of communication, whether written, spoken, or expressed through symbols or gestures, that promotes or incites violence, discrimination, hostility, or prejudice against individuals or groups based on their race, ethnicity, religion, gender, sexual orientation, nationality, disability, or other protected characteristics. Hate speech often targets marginalised or vulnerable communities and can have severe real-world consequences.

Terms and definitions

Online abuse

Online abuse encompasses various forms of harmful and malicious behaviour conducted on the internet, social media platforms, or digital communication channels. It includes activities such as cyberbullying, harassment, threats, trolling, doxxing (revealing someone's private information), spamming, and any actions intended to harm or intimidate others in the online environment. Online abuse can have significant emotional, psychological, and sometimes physical effects on victims.

Online trolls

Online trolls are individuals who engage in disruptive, provocative, or antagonistic behaviour on the internet, often with the intention of eliciting strong emotional reactions from others. Trolls typically post inflammatory or offensive comments, engage in personal attacks, and deliberately disrupt online conversations and communities. Their motivations can vary, but they often seek attention, amusement, or the satisfaction of causing chaos.

Spam

Spam refers to unsolicited and often irrelevant or inappropriate messages, typically sent in large volumes, through various digital communication channels, including email, social media, and comments sections. These messages can include advertisements, scams, phishing attempts, or any content that overwhelms and disrupts the intended use of the communication platform. Spamming is usually done to promote products, services, or fraudulent activities.

Creating house rules and policies

When creating online spaces, it can be helpful to establish house rules and policies upfront. This might look like having a code of conduct pinned to the top of a Facebook group, or a social media policy detailed on your website.

It is useful to define the purpose and scope of your online spaces, but it also sets up an agreed-upon set of rules which people should abide by. This means that if someone breaks the code of conduct, you can remove them from the space.

Here are some places you can share house rules on different channels:

- Website
  - This can then be linked on your different social media pages
- Facebook and LinkedIn Groups
  - Pin to the top of the page
  - You can ask people to read and accept the rules before joining
- Facebook page
  - Add to your 'About' information in your bio
  - Pinned post
- Instagram
  - Link in bio
  - Pinned post or highlight
- Twitter (X)
  - Link in bio
  - Pinned Tweet

This isn't an essential element of a social media page, but if you receive spam or offensive messages then it can be a helpful feature to have. If you work with vulnerable or marginalised communities then it can be helpful to set this up in order to protect the people you serve. In addition to this, some platforms allow you to filter comments which have certain words or phrases in.

- On Facebook you can set a profanity filter in your page settings.
- On YouTube you can hold all comments for manual review, or you can hold potentially offensive comments.
- On Instagram you can use comment filters to prevent others from leaving offensive comments that use words, phrases, or emojis you don't want to see.

House rules template

Here’s a template you can use to create your house rules, and also some templated responses which make it easier to remove people. **Feel free to copy these and adjust for your own channels.**

It can be helpful to keep a note of anyone who has been blocked, and the reason why, to make it easier for colleagues to spot any repeat offenders.

Welcome to the official [social media platform] page for [name].
We make sure we're available to respond to your comments and queries between [start time to end time] on [days of the week, e.g. Monday to Friday].

Our ‘House Rules’
We want our page to be a place where people feel safe and welcome, and these house rules aim to uphold this. Feedback, both positive and negative, is welcome.
We ask that all comments and messages are civil, polite, tasteful and suitable for all ages. We do not tolerate disruptive, offensive, abusive, unlawful or objectionable contributions, including any material which might be defamatory, offensive, infringing, obscene, lewd, pornographic, violent, abusive, insulting, threatening, harassing, discriminatory, blasphemous, indecent or otherwise unlawful or objectionable. We also have a zero tolerance policy to material which is aggressive, argumentative or likely to be construed as bullying. No spamming or repetition, please, nor off-topic material in subject-specific areas.

Moderation policy
We only moderate posts on the rare occasion that someone has broken our house rules or made libellous allegations about named or identifiable individuals on our page.
If you’re concerned that our house rules have been broken or you’re worried about any comment or content, then please get in touch at [email address].

Example standard responses

Feel free to copy these and adjust for your own channels.

Hello [@name], we don't tolerate offensive or racist comments and will be removing this comment.

Hello [@name], this comment goes against our house rules and we will be removing it shortly.

Hello [@name], we don't tolerate repetition or spam in subject-specific threads or areas and will be removing this comment.

Hello [@name], we don't tolerate repetition or spam in subject-specific threads or areas and will be removing this comment. If you continue to breach our House Rules, we will be removing you from our page.

Hello [@name], as we have previously outlined to you, we don't tolerate repetition or spam in subject-specific threads or areas and will be removing this comment. You have continued to breach our House Rules despite our previous requests, and we will now be removing you from our page.

"I've dealt with misinformation which then escalated into online hate targeted at staff members. I've seen how quickly misinformation can spread - and even get picked up by mainstream news and media outlets. I found it helpful to have an escalation process and prepared responses, as this added clarity and eased the mental load of coming up with thought-through and informative responses in the heat of the moment. Having a rota for online community management also meant that the work was shared amongst the team, and didn't all fall onto the shoulders of one person."

Sabina, Digital Communications Coach

Managing abuse

Sadly online abuse is all too common, with 41% of Americans having personally experienced some form of online harassment. While it might seem like it's 'just a Facebook comment', hurtful, offensive and even hateful words certainly take their toll on individuals. Even if the person moderating is not the subject of abuse, exposure to this content can have serious implications.

Abuse can take many forms; repeated messages sent to an individual or group, targeted attacks, obscene imagery, offensive language.

Organisations have a duty of care for their employees as well as their service users, and this is where having an established process for dealing with different types of messages is essential. Not only does this empower individuals with the messaging and permission they need to deal with this content, it also shows that your organisation takes abuse seriously.

Key tips:

- Limiting the amount of time one person is responsible for moderating channels
- If this is something you see regularly, consider setting up a 'crisis response team' where other colleagues are trained to support during busy times
- Establish an agreed-upon process which details what your organisation does in response to different types of messages
- Draft some prepared responses ahead of publishing communications that are likely to receive a negative backlash - factor this in to campaign planning process so the your team are prepared to deal with topics that might come up
- Make sure you have a consent process in place whenever you are sharing someone's story, image or video.

Remember, you don't owe people a response. Responding to online hate and reporting it to the relevant platforms is a great way of taking a stand, but this may not always be manageable. If you do respond, we advise that you keep your response to a minimum and take action to block or remove the individual from your channels.

Tackling misinformation and disinformation

False or misleading information can spread rapidly online, but you can take proactive steps to address these challenges. Here are some tips to help...

1. Educate your audience

Make sure you proactively provide your audience with reliable information and resources. Share tips for verifying information, e.g. ways to fact-check and identify trustworthy sources. By empowering your community to spot misinformation, you can reduce its spread. And, by equipping your audience with facts and information, they're better prepared to challenge false information that they see online.

2. Stay informed

Being well-informed about potential sources of misinformation in your field will help you anticipate and proactively respond to false claims. Keep an eye on your social media channels and comments to identify any new themes emerging.

3. Correct inaccuracies responsibly

When you come across misinformation or disinformation related to your nonprofit, you can
correct inaccuracies with a fact-based, respectful response. Provide evidence and credible sources to support your claims.

4. Stay in your lane

Educating your audience about your area of expertise is helpful - joining in conversations that aren't relevant to your organisation is less helpful!

5. Don't feed the trolls

Respond to false information once, but then avoid discussing further on public channels as this can increase the spread of misinformation. Instead of joining in a long thread of comments, you could proactively post correct information on your channels.

6. Collaborate with subject matter experts

Working with reputable organisations or individuals to help verify that what you're sharing is correct can help to build trust.

7. Check your work

Make sure you check the sources for any facts, headlines or images that you're sharing. It's easy to be fooled by what you read online, so be careful to make sure you don't perpetuate the spread of false information!

8. Don't do it alone

Consider teaming up with other organisations working in the same area as yourselves to help increase your impact and support each other.

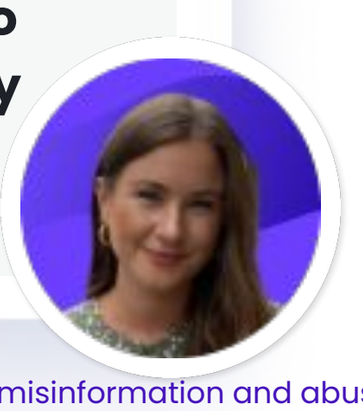
Developing a crisis communications plan

What happens if your organisation is targeted with a disinformation campaign? Or if you receive excessive abuse in response to a case study you've shared? If you're a small team, this can be overwhelming. To avoid this, consider creating a crisis communications plan. This simply details who will be involved in managing this situation. We hope you won't need to implement this plan! But it's always best to be prepared so that you have an agreed-upon approach which takes away the need to make lots of decisions under pressure. With your team, discuss the following questions:

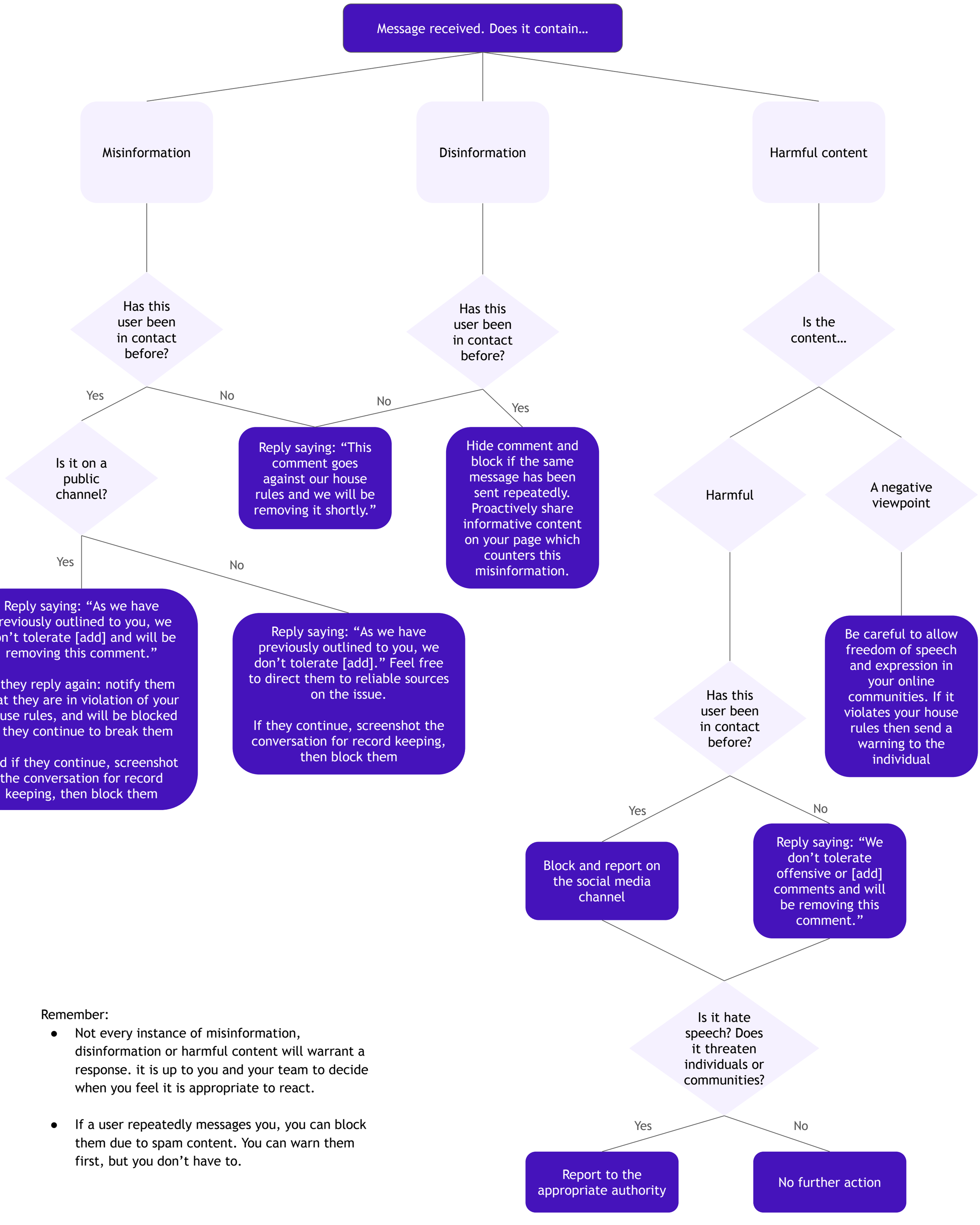
- Who will be involved in dealing with a crisis? Make sure it's not just one person.
- What will trigger a 'crisis' for your organisation? Write some example scenarios
- Who will give the final sign off on any external messages?
- How and when will this group communicate?
- Do you need an 'on call rota' during a crisis period?
- How will you report on the situation - daily or hourly checks of your social media channels may be appropriate. Analysing the messages that are coming in can help inform your response. You can also track whether the rate of inbound messages is increasing or decreasing, in order to understand the trajectory of the crisis.
- Who is the point of contact for any operational support? (e.g. if an event you're holding is targeted, if your phone lines are being overwhelmed)

"While at an organisation working to combat HIV, I experienced a lot of misinformation around HIV treatment and prevention. Often, individuals would comment on our social media posts sharing harmful myths about HIV/AIDS. The trickiest task was knowing when to respond or when to ignore such comments. Our comms team decided that any obvious (and harmful) lie about HIV would be removed, to avoid spreading that misinformation among a potentially vulnerable online audience."

Roisin, Head of Programmes



Dealing with difficult messages online: editable process template


Message received. Does it contain…
Misinformation
Disinformation
Harmful content
Has this user been in contact before?
Has this user been in contact before?
Is the content…
Yes
No
No
Yes
Is it on a public channel?
Reply saying: “This comment goes against our house rules and we will be removing it shortly.”
Hide comment and block if the same message has been sent repeatedly. Proactively share informative content on your page which counters this misinformation.
Harmful
A negative viewpoint
Yes
No
Reply saying: “As we have previously outlined to you, we don’t tolerate [add] and will be removing this comment.”
If they reply again: notify them that they are in violation of your house rules, and will be blocked if they continue to break them
And if they continue, screenshot the conversation for record keeping, then block them
Reply saying: “As we have previously outlined to you, we don’t tolerate [add].” Feel free to direct them to reliable sources on the issue.
If they continue, screenshot the conversation for record keeping, then block them
Be careful to allow freedom of speech and expression in your online communities. If it violates your house rules then send a warning to the individual
Has this user been in contact before?
Yes
No
Block and report on the social media channel
Reply saying: “We don’t tolerate offensive or [add] comments and will be removing this comment.”
Is it hate speech? Does it threaten individuals or communities?
Yes
No
Report to the appropriate authority
No further action

Remember:

- Not every instance of misinformation, disinformation or harmful content will warrant a response. it is up to you and your team to decide when you feel it is appropriate to react.

- If a user repeatedly messages you, you can block them due to spam content. You can warn them first, but you don’t have to.

Further support

- For advice on dealing with hate speech around the world, take a look at this information from the United Nations
- To report hate crime in the UK, visit Stop Hate UK
- Hope and Courage Collective have some helpful guides and resources for organisations based in Ireland
- For support and education in the UK and US, take a look at Cybersmile
- Here is the UN guide to countering disinformation
- Some tips from CharityComms on how to protect your wellbeing

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AI prompt checklist

AI Prompt tip list

An AI Prompt is any form of text, question, information, or coding that communicates to Generative AI what response you're looking for. To use AI in a way that will result in the best outputs (and fewer failed attempts), here are our top tips for Prompt design!

- [ ] **Be clear**
  Be specific about what you want. If you’re vague, the AI might not understand your request, leading to irrelevant or incorrect responses

- [ ] **Be specific**
  Sometimes it helps to be directive about the format or type of answer you want. For instance, if you want a summary, specify that in your Prompt

- [ ] **Avoid ambiguity**
  Try to avoid ambiguous terms or phrases that could be interpreted in multiple ways. Be as straightforward as possible to get the most accurate and helpful response

- [ ] **Keep it short**
  While it's important to provide enough information, being concise and to the point can also be beneficial in receiving a clear and direct response

- [ ] **Write in a neutral tone**
  Maintain a neutral tone to avoid biassing the response. A neutral tone can help in obtaining an unbiased and objective answer

- [ ] **Frame the question**
  Frame your question well. If you're looking for detailed information, you might phrase your question differently than if you're looking for a brief answer

- [ ] **Provide context**
  Provide enough background information to help the AI understand the question. If necessary, explain any terms that might not be commonly known. Depending on the model you’re using, you can also upload documents that give more context (provided the information you’re sharing in those documents is not sensitive and you have permission to share it)

- [ ] **Use examples**
  Sometimes providing an example within your Prompt can help clarify your request and guide the AI towards the kind of response you are hoping for

- [ ] **Provide information in a sequence**
  If your request builds on previous information, ensure that the sequence of information is logical and easy to follow

- [ ] **Test and refine**
  If the initial response doesn’t meet your expectations, you can rephrase and refine your prompt to improve the answer. Asking the AI tool to rate its previous response and asking it to do a better version is also a good tactic. But be aware that each response from GenAI is high in energy use, so the better your initial prompt is, the less regeneration of responses you'll require

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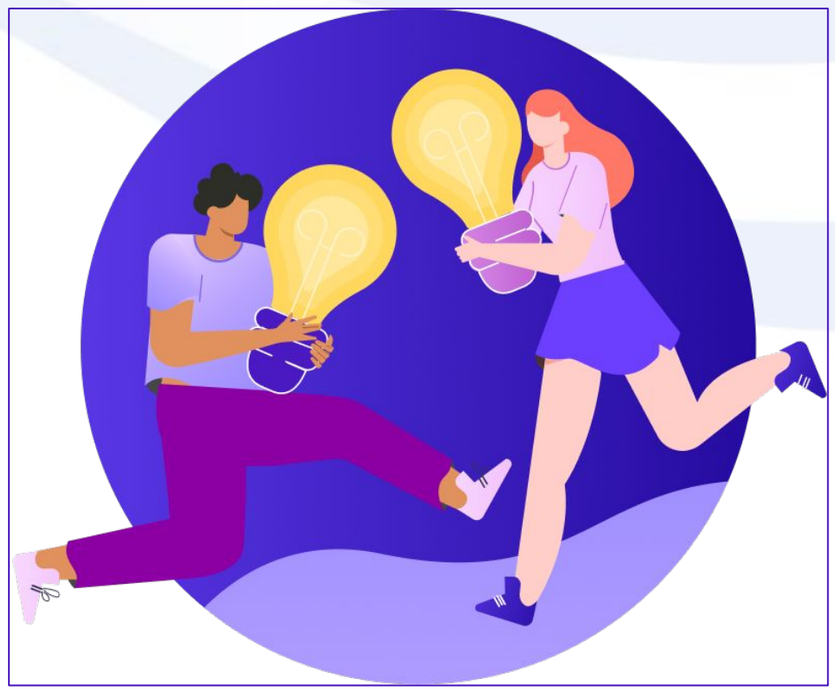
AI policy template

Lightful's approach to AI



At Lightful, our commitment to supporting nonprofits in their mission to do the greatest good drives our exploration of the latest technological advancements. Our vision is a future where nonprofits have the power to create more equitable communities and a healthier planet. We have encapsulated our approach in three guiding principles:

Building responsibly

AI advice is guided to add capacity for users, with user feedback and understanding constraints

Building equity

AI that creates equity enhancement, where small organisations can significantly benefit

Building trust

AI tools only if it helps to craft empathetic, authentic, logic-based trust-building work

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Developing your organisation's AI policy

This toolkit has been designed to help you develop an AI policy for your organisation.

The field of AI is developing quickly and it is vital that we all proceed responsibly when using it. An AI policy for your organisation can define the general rules of AI usage and your stance on responsibility, mindfulness, privacy and the environment.

Work your way through this document, completing each section, to establish your policy. Remember to review it regularly AI technology evolves.

Name:

Review date:
Last updated:
Next review:

Purpose

How will AI help us achieve our mission?

Ethical use

How will we ensure AI is fair and doesn't cause harm?

How do we avoid bias in AI?

Data privacy

What data do we collect for AI?

How do we protect this data?

Are we compliant with data laws (e.g., GDPR)?

Transparency

Who is responsible for AI decisions?

How will we explain AI decisions to beneficiaries and partners?

Impact on beneficiaries

How does AI benefit those we serve?

What risks exist, and how will we manage them?

Human oversight

When will humans review AI decisions?

How do we ensure humans remain in control of critical decisions?

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Bluesky for nonprofits

Starter guide

What is BlueSky?

BlueSky is a rising social media platform. Founded by Jack Dorsey, former Twitter CEO, it was initially a Twitter pilot project in 2019.The platform remained invitation-only until February 2024, when it opened to the public and became independent.

Due to increasing dissatisfaction with X's content moderation policies and misinformation, Bluesky growth has skyrocketed, with around one million new users signing up each day — that's **one new user every 3.9 seconds**! The platform now has **over 30 million users**, and you can check the latest count here.

How it works?

Bluesky is quite similar to X (formerly Twitter) in terms of user interface, making the transition relatively easy. The platform allows users to post (with a 300-character limit per post), reply, like, and repost content, as well as message others.

However, unlike X, Bluesky is decentralized, meaning no single company owns or controls the platform. Instead, users can host their data on different servers, giving them greater control over their online experience.

Key features

- **Decentralisation:** Users can host their data on servers other than those owned by the company.
- **Stronger moderation tools**: Users have greater control over what they see and who they interact with. The platform combines human and automated review processes to address content concerns.
- **Custom feeds**: The algorithm helps users discover content tailored to their interests, block specific words, phrases, and users.
- **Self-verification:** Users can self-verify by changing their handle to a custom domain (for example, .lightful.com instead of .bsky.social).
- **Ability to host data on private servers:** Users can host their Bluesky accounts on their own servers for better data privacy.
- **Community-focused algorithms:** Due to its decentralised nature, the platform's algorithms currently promote more organic content.
- **Accessibility:** The platform encourages users to include alt text to their images.

What else you need to know?

If you're considering setting up an account, here are some things to consider:

Benefits

- Bluesky is a comparably new social media platform, which means it is less crowded! This means you can use this opportunity to stand out and establish a strong presence.
- Its user interface is very similar to X, which makes it easy to transfer or share existing content on.
- Given its community-centered nature, this is a great platform for advocacy and raising awareness, especially if your target audiences are concerned about human rights, equality, diversity, and inclusion.

Things to consider

- Although the platform is rapidly growing, it still has smaller reach (both in terms of numbers and regions) than more established platforms, like X or Facebook.
- As with any other emerging trends, it is hard to assess the platform's longevity and popularity over time.
- There are currently no built-in analytics tools on the platform which makes it harder to understand how your content is performing. However, there are some external tools, like Bsky Hub!

Where to start?

Create an account at bsky.app or via mobile app

To maintain consistency and be more recognisable, set the same profile picture, banner, bio and username as your other social media accounts. You can also self-verify your account to prove its authenticity.

Write your welcome post

You can start with a simple introduction post — share your mission or tell anything about your work. Try to repurpose your existing content and create short posts. Start with evergreen content, frequently asked questions, and news. Bluesky is a great platform for advocacy, raising awareness, sharing thoughts and key statistics.

Let everyone know you're on BlueSky now!

Share an invitation to follow you on other social media channels and add a Bluesky link to your website.

Start building your community

Thanks to tools like Bsky Follower Bridge, you can find and connect with your Twitter network on Bluesky. Plus, once you follow someone, they'll be notified and asked if they want to follow you back, making it easier to re-connect with your community. Engage with people and organisations you know, react and comment their posts, and contribute to conversations on the topics of your interest. You can also use Discover feed to find accounts to follow.

Explore Starter Packs

Starter Packs is a Bluesky-specific feature aimed to help you quickly find accounts you might be interested in. They are basically collections of accounts centered around one topic, formed by other users. Each Starter Pack includes up to 150 accounts, and you can follow them all in one click, or select accounts to follow manually.

As any user can create starter packs you might guess there are thousands of them! However, you can easily find the starter packs to follow in the Starter Pack Directory. You can also create your own starter packs if you like!

Some accounts you can follow right away

- **Lightful's** Bluesky account
- **Nonprofits, charities, and NGOs** starter pack
- **Nonprofit media and charities** starter pack

Do you need a Bluesky account?

Creating a new social media channel is a great opportunity to engage new audiences, however, if you want to use it strategically, it requires time and capacity of your team.

If you're still thinking whether you need a Bluesky account, here are some things we advise you take into account:

- [ ] **Assess your resources**

  Assess whether adding Bluesky fits within your team's capacity and content strategy. Will managing another platform stretch your resources too thin, or will it offer valuable opportunities for reach and engagement? If your resources are limited, it may be better to focus on where your audience is already active.

- [ ] **Conduct a social media audit**

  Conduct a social media audit to determine how Bluesky fits into your overall communications strategy. Will managing another platform stretch your resources too thin, or will it offer valuable opportunities for reach and engagement? If your resources are limited, it may be better to focus on where your audience is already active.

- [ ] **Consider your audience personas**

  Take a look at where they are, what interests them, and how they engage online. Is Bluesky one of the channels they're interested in? Check in with your audience personas!

- [ ] **Test it out!**

  If you decide to give it a try, consider running a pilot campaign on Bluesky to compare engagement and audience growth with your other platforms.

  Take a creative approach — experiment with different content types, see what resonates, and adjust based on what works best.

  Keep an eye on Bluesky's updates, user trends, and growth to refine your approach and make the most of the platform's evolving features.

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Live stream planning template

Your live stream overview

Live stream title:	
Date and time:	
Duration:	
Platform(s) (check all that apply)	☐ Facebook Live ☐ Instagram Live ☐ YouTube Live ☐ Twitch ☐ TikTok ☐ Other: _____

Your purpose and goals

What do you want to achieve with this live stream? (check all that apply)	☐ Raise awareness ☐ Fundraise ☐ Share impact stories ☐ Engage supporters ☐ Promote an event or campaign ☐ Other: _____
Primary goal: 🎯 Don't forget to make your goal SMART and track it's progress on the SMART goal tracker	
Call-to-Action (CTA): 🗣️ "What do you want viewers to do after watching?"	

Audience details

Who is your target audience? (e.g. Donors, volunteers, service users, general public)	
What would be meaningful or exciting for them to see?	

Live stream content plan

Segment	Time	Description/Activity
Intro	___ mins	Welcome, purpose of the live stream
Segment one	___ mins	
Segment two	___ mins	
Break/Holding slide	___ mins	
CTA and wrap-up	___ mins	

Tech and equipment

Device(s) used:	
Camera and audio gear:	
Lighting setup:	
Encoder / Streaming software	☐ OBS ☐ Streamlabs ☐ Other: _____

Engagement plan

How will you interact with your audience? (check all that apply)	☐ Live Q&A ☐ Polls ☐ Chat mod responding in real time ☐ Quiz / game ☐ Other: _____
Who will monitor comments/questions?	

Promotion plan

Before live stream	After live stream
☐ Post announcements on social media ☐ Schedule a reminder on the platform (e.g., Instagram countdown) ☐ Send email invite to supporters ☐ Add details to your website/landing page ☐ Other outreach: _____	☐ Save/repurpose the video ☐ Edit into short clips for social media ☐ Share a thank-you post or email ☐ Review performance/metrics ☐ Debrief with your team

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Digital advocacy action plan

Digital advocacy action plan

Challenge or opportunity

Briefly describe the digital challenge you want to address or the opportunity you've identified.

Example: 'Team still uses local files instead of shared documents.'

Who needs to be involved

List key people, teams, or departments whose buy-in or input is needed.

Example: 'Head of Operations, IT Support, Comms Team Lead.'

Support needed

Identify resources, training, tools, or leadership backing required.

Example: 'IT to enable permissions; training video on Google Drive basics.'

Success indicators

How you'll measure success (both qualitative and quantitative).

Example: 'All team documents stored in shared drive; 80% staff report easier access.'

30 day action

Quick win or pilot action to build momentum.

60 day action

Expand or integrate the change into regular practice.

90 day action

Review progress, measure impact, and adapt

30 day action

Quick win or pilot action to build momentum.

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Review progress, measure impact, and adapt

Potential obstacles and solutions

Briefly note possible blockers and how to address them.

Example: 'Staff resistance → Offer short training and showcase benefits.'

Celebrations and next steps

Plan how you'll acknowledge small wins and share stories internally.

Example: 'Highlight success in monthly staff meeting; post on internal intranet.'

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BRIDGE impact report template

Organisation name

BRIDGE Impact Report

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Section 1: Core digital indicators

	Metric	Before BRIDGE	Now	
Social media	Total followers			% change
	Average engagement rate %			% change
	Average no. posts per month			% change

We launched a new social media channel during BRIDGE

Website	Monthly website visitors			% change
	Average time on site			% change
Email	Number of subscribers			% change
	Average open rate %			% change
	Average click-through rate %			% change
Fundraising	Number of digital campaigns			% change
	Total online donations (USD)			% change
	Number of online donors			% change

We started online fundraising for the first time

Organisation name

BRIDGE Impact Report

Section 2: SMART goal progress

What were your goals at the start of BRIDGE?

How have you progressed in these areas?

Section 3: Evidence of impact

Our strongest digital improvement was...

This resulted in...

Section 4: Real world impact

What difference did these digital outcomes make to your work?

Summary

Keep in touch

We've love to keep in touch - click on our names to find us on LinkedIn.

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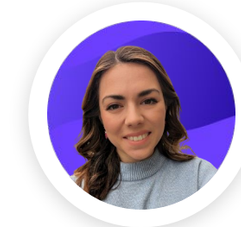

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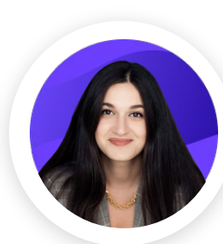

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